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OF THE PUBLIC RELATIONS SOCIETY OF AMERICA



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IS PUBLIC RELATIONS A PROFESSION?

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COVER PHOTO

Agnes Murphy, left, and Ann Fitzgerald of The Borden Company, New York, inspect the interior of the new trailer exhibit developed by the Farm Section of the company's public relations department. Called the "Exhibitour," the mobile exhibit was designed to promote good relations with milk farmers. It is described in this month's *How We Did It* on page 9.

NOTED IN BRIEF...

- The continuing success of the *Journal* as a useful engine for the furtherance of our profession will depend, in the last analysis, on the support it receives from its readers. This support can have its expression in a number of ways. Just now, two are vital.
- First, it is of utmost importance for people with ideas and experience to present them to the other members of the profession in the form of articles in the pages of the *Journal*. It is obviously not enough merely to add to the quantity of literature on public relations; we shall also have to make sure of its quality. The *Journal's* usefulness can only be judged by the excellence of the material it prints.
- Second, advertising revenue is necessary in order to make the continuance of the enlarged *Journal* possible. The *Journal* is the only authoritative, monthly publication now available that reaches the influential portion of the public relations profession as a whole. Many potential advertisers have products, information or ideas, presentation of which to the public relations profession through the *Journal* would be beneficial both to advertisers and readers. Such advertising is welcomed. Readers are urged to promote the use of the *Journal* for appropriate advertising. Details are given on page 30.

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To Serve the Needs and Interests of the Profession

With this issue, the editing of the *Journal* passes into new hands.

It has been ably piloted during the past three years by Virgil Rankin, who during his tenure further developed the basic policies originated by the founding editor, Dr. Rex Harlow. These policies have brought the *Journal* to the present estate, laid the groundwork for the periodical literature of public relations, and brought into professional prominence many authors who will continue to make major contributions to the field. Mr. Rankin has well earned the gratitude of public relations people everywhere.

It is inevitable that a change of editors will mean some alterations in method and perhaps in policy, for however much a publication may reflect the temper and needs of the Society, the personality of the editor is also bound to show through its pages. We do not know as yet how good your new editor will be, but we assure you he will do his best.

It is our intention to produce a *Journal* addressed primarily to the public relations profession and the members of the Society. The material will be prepared and presented with the needs and interests of public relations people in mind. Nothing will be included which is addressed primarily to business management, clients or others who may be and should be interested in public relations but who are not directly on the public relations firing line. It is important that management, clients and the public be told about public relations, but the editor does not believe that the job is the primary function of this *Journal*.

In presenting material of interest to public relations people, we intend to bear in mind that public relations is a broad field encompassing many specialties, including publicity, publications, motion pictures, opinion-forming advertising, and the like, as well as employee relations, community relations, public relations counselling and the development of public relations policy in innumerable fields. In our opinion, none of these is above or beneath the others. They are all parts of the total public relations job to be done. In every area there is much the *Journal* can present which will improve performance, increase knowledge and promote progress.

We are also aware that the public relations field encompasses specialization of still another sort. The membership of our profession includes practitioners in business and industry, educational institutions, societies, social service organizations, insurance companies, banks, labor unions, trade and business associations and many others. There are common denominators to all these fields, but there are also special interests, experiences and bodies of data in each which may appropriately be presented through the *Journal*. It is our plan to print in each issue material of specific interest to every member of the Society and the public relations profession as a whole.

In short, the job before us seems to be to produce a *Journal* that will provide broad leadership in the growing literature of the public relations profession at all levels and in all areas. This is a large order, and it surely cannot be done without your interest, suggestions and contributions, which will always be welcome.

Public Relations Faces A Defense Economy

WHAT'S THE JOB SITUATION for public relations people as the defense economy begins to shape up? What's the outlook for public relations programs in such a picture? These are the questions most frequently asked of the Society's national headquarters these days—asked by job seekers as well as by job holders—and also asked by personnel department heads and placement counselors.

The best answer might be one based on experience of the past few months, and that of the past war. There has been no apparent letdown of interest in public relations staffing during the summer months. There was no "summer slump" in the demand for qualified people. At times there were more jobs than there were people to fill them. But we stress the word "qualified." Most public relations executives and management representatives wanted to add staff members who could go to work immediately on the job. This situation continues.

In World War II, public relations executives knew, for example, a heavy morale program responsibility. New plant employees had to be told the story of the concern's particular importance to an all-out production effort. The personal stake of the employee in his company's product, and the part it played in the war, had to be told and sold, and told again. And dramatized with showmanship. Slowdowns had to be constantly guarded against by introducing "personal importance" into routine mass production procedures. Shifts of employee families to new, undersized communities posed new headaches in plant-community and human relationships for public relations departments.

All these problems loom in a defense economy. Public relations people demonstrated the importance of their role in handling them in the last emergency. They will probably be called on to do so again, and soon.

Is public relations a profession?

Part 1 of 2 parts—Professionalism: just a label, or a way of life to the practitioner?

By Edward K. Moss

Public relations director,
American Management Association

BY ACCEPTED DEFINITION, a professional must do two things: (1) consider public interest above private and (2) work for the advancement of knowledge throughout the profession as well as for improvement of his own skill. As in law, medicine, teaching, theology.

Despite loud and persistent claims to the contrary, most public relations practitioners are not professionals today except in the sports world definition that a professional is one who accepts money for playing the game.

If somebody wants to start a fight about it—fine. Perhaps we need a good airing of views—and the ethics of some of our practices, too.

To put it more plainly: Most of us don't think as professionals. Even fewer of us act according to the basic tenets of any real profession. Not that some of us use newspaper ads to get clients or flashing neon signs outside our offices. Or steal clients from one another. But something more fundamental and in the long run, more important.

We've all heard—and probably often used—the usual comment. *Public relations is somewhat different. You can't keep clients happy and serve the public interest first and foremost. And you have to have clients to make a living.*

Or—primary loyalty to the public is a fine ideal but like any ideal it's only a goal to shoot for. In business you have to compromise. Anyway, we're not ready yet—in a few years maybe, etc.

But will we be ready in a few years—or ever—if we don't start thinking and acting differently now?

Life insurance agents, real estate brokers, investment counsel, stock brokers, salesmen, market research consultants—there are many fields that con-

sider themselves professionals. Some show licenses from state governments to prove it. But to the world at large—they're really businessmen.

Why? Because we and everyone else has looked on them as that for a long time. And essentially, when you get right down to it, because they don't avow a primary loyalty to the public rather than their company—and they work more to their own ends than they do towards the interest of the group.

Increasing attention

Now certainly, public relations can't spring fullblown overnight into professionalism. It's a young field, to be sure. These things take time. But the field is closer to being a half century old than to a quarter century. And it is getting increasing attention.

Certainly we have to compromise occasionally. There would be little progress in this world without it. Doctors compromise, so do lawyers. But not, in the main, with vital principles, not with the fundamental that their first devotion and obligation is to society and as professionals they do work as a group and as individuals for growth of their particular field of knowledge.

Let's look at some specifics. First for a moment at our qualifications to meet the requirements that a professional should work toward the advancement of a special body of knowledge.

Men have been dimly aware for centuries of a growing body of knowledge of methods and procedure for public relations ends. As evidence, we have the oft-quoted recognition of public relations in such institutions as the College of Propaganda instituted centuries ago by the College of Cardinals of the Roman Catholic Church "for the dissemination and propagation of the faith." We know that Thomas Jefferson, thinking of accommodating the will of the people through the instrument of Congress, used in the Declaration of Independence the phrase "public relations."

In much more recent times we have seen the first period—the period of discovery of existing procedure for understanding and persuasion—change into a second period: an era of application of old principles to new situations. The use, for example, of techniques to win support of political or religious institutions applied to the same problems in the world of industry.

More important, we have very recently moved into a third period—the period of discovery of new principles, new knowledge of human behavior and the behavior of all institutions which are creations of the human will to progress.

But how profoundly do we regard this responsibility for development of new knowledge and how active are we in assimilating new knowledge and putting it to work to serve the desires of our fellow men to learn to live with their fellow men?

Communications a key

As to our realization of the importance of this responsibility, we probably would qualify fairly well. If we were asked to sum up the problems of the world in one word, that word would perhaps be



Since 1946 Edward K. Moss has been Director of Public Relations of the American Management Association—12,000-member organization of individuals and companies in American business. After Yale and George Washington Universities, he spent 7 years in newspaper, wire service, magazine and radio writing; and worked for two New York public relations firms. During World War II he was a Lieutenant Commander on Admiral W. F. Halsey Jr.'s staff. He is program chairman of PRSA's New York Chapter, and a member of the national Education and Research Committee.

communication. Communication not in the sense of telephones and radio, but in its true meaning of conference and intercourse. We know from our attempts in political business and community life that human beings can adjust themselves one to the other when they take the time and trouble and have the knowledge to understand one another.

We realize, generally, this nation was founded on such a belief and its history is largely a confirmation of this belief. We have not yet, of course, achieved a perfection. We still have individual racial, religious, and political frictions, but certainly we realize our experiment has proved that where communication is complete, understanding and adjustment usually follow.

We might agree, then, that understanding and communication is perhaps the fundamental problem facing the world. And if each individual and every group has a responsibility to itself and to the world at large for the solution of this problem, then surely so does the profession of public relations.

After all, public relations is wholly dedicated to the solution of this problem of communication, of integration of individuals and groups. In fact, public relations has been at work for some time to these ends on behalf of business groups, government agencies, religious and charitable institutions, scientific bodies, and other mainsprings of our social structure.

We have basic knowledge

As for our knowledge of the why and wherefore, most of us have an acquaintance with the philosophical, political, religious, and physiological wellsprings of human desires and motivations. We are familiar to a certain extent with the teachings of Christ, of Moses, perhaps even of the Oriental theosophers. We may know the teachings of John Locke, Cardinal Newman, Spencer, Dewey and the 19th and 20th century philosophers. We have a knowledge of Freud and his disciples and the psychiatric schools. And of the economists from Ricardo to Keynes.

In the industrial situation, most of us are familiar with the experiments and conclusions at the Hawthorne Works at Western Electric from which Elton Mayo and his group of social scientists from Harvard—psychologists, anthropologists, sociologists—learned so much of the motivations of the individual in his business and work life that it is one of the dominant lights pushing back the

darkness of uncertainty today in industrial management.

But how many of us are familiar with the growing accretion of knowledge coming out of the universities, foundations, government agencies, and other research centers, blazing new trails in social science, in the understanding of man as an individual, as a physical being, a psychic being and a spiritual being—and the inter-relationships of each of these to the other?

Do we watch social scientists?

How many of us know of the work of such men as James Halliday in England on psycho-social medicine, of Abram Kardiner at Columbia on "Psychological Frontiers in Society," or Alexander Leighton on the "governing of men," of the late Kurt Lewin at the University of Iowa, of Rensis Likert at the Institute for Social Research at the University of Michigan, of Burleigh Gardner at Chicago, Douglas McGregor at Massachusetts Institute of Technology and now Antioch, of Nathan Maccoby and others at Boston University School of Public Relations, or the hundreds of other social scientists whose work is proving or disproving our rules of thumb and extending our field of knowledge?

How many of us, instead of applying the results of scientific research in the social sciences or even finding out what these results might be, are content to act solely from our own interpretation of our own experience, from intuitive knowledge?

How many of us say to ourselves, "We've tried this before and it worked so it will probably work again." Instead of saying "Why did this work—what are the principles involved that can be applied again?"

How many company public relations departments or counselling firms are sponsoring or contributing to basic research in the field of human behavior? Not merely employing opinion polling techniques to find out what people are doing or why they think they are doing it—but what are the motivating forces and how they influence or are influenced by the way we live and think and the kind of creature we are. There are some, yes, but mighty few.

Some still evade real basis

Yet, one very prominent "public relations counsellor" said recently in a magazine article: "People pay me because I know what makes the wheels go round, the way the scheme of things

operate." He explained this skill came from experience—he had "been around" whereas most of his clients had had their eyes fixed on only their own business, were "politically or socially naive."

If we go no further than this—than depending on experience as newspapermen, for example—obviously our knowledge will stay superficial. We'll continue to be like the medieval doctors who theorized about the "humors."

I am not suggesting that we have a responsibility to become super-intellects or super-planners of a super-society but doesn't it just make plain common sense that it is a responsibility of a profession to be advocates of new knowledge and the consequent emancipation of human energy and human resources? That in practicing public relations we have a working knowledge of the pertinent sciences and arts so that we can contribute to the achievement of an improved social structure through improved human relations? So that we are regarded as professionals not because we claim to be professionals but because we are?

Is it too much to ask, then, that the profession of public relations assume a responsibility for extending the scope of its operations and extending the horizon of its philosophy to work for the development and application of all knowledge of human motivation and behavior—whatever its source—philosophy, theology, the social sciences, the political sciences, the physical sciences? To ask that public relations acknowledge a responsibility to synthesize the practical application of the results of study and experience in human relations to the creation of a better world of which we like to talk?

Chapter accepts challenge

The challenge has been accepted in some ways already. Recently, for example, there has been quite a flurry of activity in the New York Chapter of PRSA aimed primarily at refining the knowledge of public relations practice. Under the very aggressive leadership of Joseph Barrett, chapter president, there have been more than a dozen workshops and clinics in which small groups of practitioners have compared notes and exchanged experience. These meetings have been quite professional in character and have resembled more the meetings of scientific and technical societies than they have the beer bust and clam bake of the past.

(Continued on Page 10)



MOBILIZING PUBLIC OPINION FOR FREEDOM

By Abbott Washburn

A POWERFUL STRIKING FORCE of proven public relations techniques is being employed on a grand scale in the national *Crusade for Freedom* launched by General Dwight D. Eisenhower over all national radio networks on Labor Day. Techniques and public relations personnel to carry them out have been brought together in a concentrated effort requiring detailed preliminary planning, pin-point follow through, a grass-roots organization, and an all-out public relations campaign.

The sponsoring organization, the National Committee for a Free Europe, Inc., was formed in June, 1949 at New York by a group of public-spirited citizens to give aid and asylum to exiled leaders from the prisoner countries of Eastern Europe. In addition to General Eisenhower, this group includes our former Ambassador to Japan, Joseph C. Grew, James A. Farley, Herbert H. Lehman, William Green, Harry A. Bullis, Will Clayton, Henry Luce, and other leaders.

One of the Committee's projects is Radio Free Europe, which commenced broadcasts from a transmitter in western

Germany to captive peoples behind the Iron Curtain on July 14, 1950. The familiar voices of exiled leaders like Stanislaw Mikolajczyk, former Polish Prime Minister, have been featured on these programs, beamed to Poland, Czechoslovakia, Rumania, Hungary and Bulgaria.

The idea of a national Crusade to build broad public support for an expanded Radio Free Europe operation—a network of "freedom stations"—and to enlist the American people in a counter-offensive against Communist propaganda was worked out early in Febru-

ary, 1950. Six months of groundwork preceded the opening of the campaign September 4th.

General Lucius D. Clay, former Military Governor of Germany and leader of the Berlin Airlift, accepted the Chairmanship of the *Freedom Crusade* in April shortly before President Truman, in a speech to the American Society of Newspaper Editors, called for a stepped-up "campaign of truth" to refute the lies of Communist propaganda. It was emphasized both in Congress and in the State Department that private citizens and private organizations throughout the country could and should play an important role in the truth campaign alongside the Voice of America and the other government information services.

The *Crusade for Freedom* was organized as such a people's movement, designed to show the world, wavering between Communism and Democracy, exactly where we stand.

In calling upon all American citizens to join with him in the *Crusade*, General Clay emphasized that the "Communists are working night and day to convince the world that the United States instigated the Korean war and that we are a nation of imperialist war mongers. It is our job to demonstrate dramatically before the world our true aims, our true intentions of freedom and peace for all peoples."

Each person enrolling in the Crusade will sign a declaration of belief in the cause of world freedom. These "Freedom Scrolls," bearing the names of millions of Americans, will be flown to Berlin for the bell dedication ceremonies on United Nations Day and will be permanently enshrined in the foundation of the bell tower. Small contributions of from 5c to \$1.00 will be accepted at the time of signature to underwrite the Crusade program and make possible the expansion of Radio Free Europe.

Symbol of the *Crusade* is a 20-ton Freedom Bell cast in bronze on July 27,



Abbott Washburn, Manager, Public Services Department, General Mills, Inc., is on leave of absence with General Lucius D. Clay's *Crusade for Freedom* organization in New York. He is serving as vice chairman of the *Crusade's* Public Relations Policy Committee. Mr. Washburn is a member of the Board of Directors and the Executive Committee of PRSA. Pictured on the next page are other PRSA members cooperating with the *Crusade*. General Clay has asked all PRSA members to support *Crusade* activities in their local areas.

PRSA members cooperate on Crusade



William H. Baldwin



Ben Barkin



Nate T. Crabtree



Mabel Flanley



Maurice Mermey



Claude Robinson



James L. Turrentine



Robert A. Willier



Sally Woodward



J. Handly Wright

at Croydon, England and brought to the United States early in September for a quick tour of this country. Five-foot replicas have been prepared for *Crusade* rallies in cities where time does not permit display of the actual Freedom Bell. Installation and dedication of the Freedom Bell will take place on United Nations' Day, October 24, in Berlin, as a permanent symbol of the free world's determination to resist Communist aggression. Inscribed on the Bell is a paraphrase of Lincoln's words at Gettysburg: "THAT THIS WORLD, UNDER GOD, SHALL HAVE A NEW BIRTH OF FREEDOM."

The first clap of the Freedom Bell from Berlin will be carried throughout the free world by a world-wide radio network. Simultaneously, bells will ring out in communities all over America and Western Europe. Behind the Iron Curtain, patriots will scrawl the outline of the Freedom Bell on walls and sidewalks, in the manner in which the "V" symbol was used against Nazi tyranny.

Members aid development

A dozen members of the Public Relations Society of America have played an active part in developing the Crusade for Freedom program. J. Handly Wright,

president of PRSA, is a member of the *Crusade* Public Relations Policy Committee, of which the writer is vice-chairman. Other members of the Society serving on this Committee are Nate L. Crabtree, Dr. Claude Robinson, James L. Turrentine, William H. Baldwin and Maurice Mermey. (Arthur W. Page, former PR Director of American Telephone & Telegraph is chairman of the Committee.) Other members of the Society actively associated with the campaign include Robert A. Willier, in charge of *Crusade* PR for Kansas and Missouri; Ben Barkin, in charge of PR for Wisconsin, Illinois and Indiana; and Mabel Flanley and Sally Woodward of New York, who are handling *Crusade* contacts with women's groups and schools. Roger Brown, Inc. is responsible for radio and television contacts. The firm of Baldwin and Mermey is over-all consultant to *Crusade* Headquarters in New York.

General Clay has called for the cooperation of the PRSA in a letter to all members, requesting individual effort in support of local *Crusade* activities throughout the country.

First job in setting up the campaign was to line up the support of public

opinion leaders throughout the country. A long list of distinguished citizens enthusiastically accepted General Clay's invitation to serve as members of the National Council of the *Crusade*. Letters of endorsement came from President Truman, General Eisenhower, Mrs. Roosevelt, Cardinal Spellman, and many others from all fields of American life.

Eleven regions established

In developing the regional organization, the country was divided into 11 areas, with a regional chairman for each. State chairmen have been appointed, who, in turn, have named city and county chairmen. Small paid staffs assist the state chairman in most areas.

Primary job of the grass roots organization is to enroll millions of Americans on the Freedom Scrolls, and line up volunteer workers to man enrollment stations throughout the six-week campaign. Another assignment is spreading news of the *Crusade* to every hamlet, through press, radio, television, billboards, schools, pulpit and word of mouth.

Headquarters is helping out with national publicity and also providing the

(Continued on Page 10)

The employee magazine: its job of education

Careful planning, balanced content best help meet worker interest and acceptance

By **Albert Carrière**

Public relations director, C. H. Masland & Sons

THE EMPLOYEE MAGAZINE does have an educational function; but not education in the sense of formal schooling, nor "education" consisting entirely of propaganda about the American system of free enterprise.

Let me make clear what I mean. I believe the American worker is sold on the American system. He is intelligent enough to be thankful that he lives and works and plays and worships in these blessed United States.

Your American worker is a pretty nice guy. But he resents having stuff crammed down his throat, whether it be high-pressure copy which elaborates on the virtues of management, the scare-psychology of those who believe that everybody better do something quick or Capitalism is doomed, or even attempts to white-wash the deficiencies of his union. In short, he has a strong dislike for any deluge of printed propaganda of the sledge-hammer variety.

Now I don't mean that occasional articles about our American system should not be used; they should, but in moderation and good taste. Too many company publications are presenting the facts about our economic system with a sense of utter, last-minute desperation. They are like the old-fashioned schoolmaster who shook a threatening fist at his class and said, "by God, Sirs! learn this or else!"

Employees find little interest

When the American worker finds this sort of thing in his company paper, he chuck's the offending sheet in the waste basket, and reaches for the sports section of his newspaper, or the dials of his television set. And who can blame him?

What then is education from the point of view of the American worker? It is

simply *the presentation of any factual material which may be of use to the reader*, via print and pictures.

Well, you may be thinking, if your aim is not solely a clearer understanding of the American system—what is it? In other words, education for what? To which I can only reply, education for better living.

Is this too visionary? Well, let's see if it is. To begin with, the greatest need of this age—indeed, of any age!—is understanding. The only way to create understanding is to present the facts, unvarnished, objective, with no "axe to grind." This takes courage, intelligence, patience. It means you *must* avoid any patronizing attitude, that you refrain from writing down.

Belief in human dignity

It also demands that you (or your management) honestly believe in the fundamental dignity and worth of every human being. An example of what I do not mean is the attitude of the misinformed editor who called his readers "a bunch of peasants," and who believed it was his job to "keep 'em contented."

Where, then, does one begin? Right

at home with the family. Being firm believers in the importance of making a home, we did just that. We ran numerous articles which told the wives of our associates how they could make their homes more attractive and more comfortable. We printed seasonal recipes in an attempt to give that Christmas dinner a slightly different twist. (Incidentally, I was taken to task by a teetotaler for printing a recipe containing a wine sauce!) We furnish our readers with proved household hints so that housework will be less of a chore. Other helps to pleasanter living have been articles on good lighting, safety in the home, color psychology, house building plans, etc.

We also work with the individual. Our last issue, for example, contained an excellent article on psychosomatic medicine. It was called, "How to Live A Hundred Years Happily," and was authored by Dr. John A. Schindler, senior physician of internal medicine at the Monroe Clinic, Monroe, Wisconsin.

Demand for extra copies

As a result, many of our associates, as well as others on our mailing list, have asked for extra copies of our magazine. The owner of a small business in a nearby community asked if he might have a dozen copies. "I have a dozen people working for me who could sure use stuff like that."

One of our most ardent rooters, a supervisor in our Engraving Department, took some extra copies with him on vacation. While stopping at a tourist place in New England he sat one evening and listened to the owner's sad tale of woe. "I have just what you need," he said, and he presented a copy of our magazine containing Dr. Schindler's article.

We've had other articles on psychology, a series by Dr. James F. Bender, whose theme is "Getting Along With Others." During the last war when living conditions were crowded, we published an article called, "How to Double



A graduate of Syracuse and Yale Universities, Albert Carrière is public relations director of C. H. Masland & Sons, carpet and rug manufacturers, Carlisle, Pennsylvania. Among his public relations duties is the preparation of a 64-page monthly magazine, *The Shuttle*. In this article he presents his philosophy concerning the use of the employee publication as an educational medium. A schoolmaster for six years, his hobby time is devoted to writing one-act plays. Three of these have won national prizes, and a total of twelve have been published.

Up and Like It." Another article was written by William C. Menninger, famous psychiatrist, and called, "You Need a Vacation." This human relations and personal behavior series has been very well received by our associates, who keep asking for more.

Economics down to earth

Concerning the economics phase of education, we started with a simply written series dealing with the "Fundamentals of Business." No high-pressure stuff. No waving of flags and beating of drums for business. Just a casual approach—"Look, fellas, here it is, if you're interested." We followed this series with six simple editorials, well illustrated, which explained the basic economic forces governing our lives. These were provided by the American Economic Foundation, which is now supplying another series of articles dealing with money and its uses.

We are anxious that our associates understand the program of hospitalization and insurance provided by management. We want them to understand their Profit Sharing Plan. So we print articles explaining these benefits. Occasionally, I author a special-appeal article, such as "Profit Sharing and Your Family," in which is indicated the long-range importance of our Profit Sharing Plan in the raising and educating of children.

In our next issue we shall print an article prepared especially for our company by the Metropolitan Life Insurance Company. Titled, "Group Insurance Benefits Nearing Half-Million Mark!", the write-up indicates how and where these cash benefits have been distributed.

Since all of our associates have a personal stake in the Federal Social Security Program, we want them to understand how it operates. We are just as anxious to have the wives and dependents understand their stake in the old-age and survivor's insurance programs. To this end, we have published numerous articles describing these Federal benefits, authored by O. C. Pogge, Director of the Federal Security Agency.

Covers health and safety

We are concerned about the safety and health of our people. We run frequent safety articles, i.e. "The Accident Prone Individual," "Safety in the Home," and so on. We usually devote one entire issue a year to safety within our organization. We use plenty of pictures, particularly those of a "do-don't" and "wrong-right" nature.

Also featured frequently are health articles, for example: "How To Avoid Colds," "Personal Hygiene," "Facts About Cancer," "Summer Health Problems," "What Is An Allergy?", "Precautions for Polio."

One day several of our associates were grumbling about a new tax imposed by our town council. A few questions asked at random convinced us that there was very little understanding of the manner in which our borough council type of government operated. So our assistant editor, C. Clyde Allison, at that time a member of borough council, prepared a series of articles which explained exactly how the Carlisle Borough Council operated. We know that this series was well-received and that it was read far and wide. In fact, the local schools even asked for reprints to be used in civics classes.

Special project on government

It occurred to me that good citizens ought to understand the operation not only of their local government but of their state government as well. I did nothing about this, however, until a local high school teacher informed me that there was very little teaching material on the functioning of the Pennsylvania State Government. Then I asked the president of our company for permission to undertake a special project. He gave his consent. We then commissioned a member of the Dickinson College faculty to write a series of articles to be called, "Understanding our Pennsylvania State Government." These we printed serially in "The Shuttle," and then reprinted the entire series in a special booklet which we made available at no cost to all the high schools throughout Pennsylvania.

Other articles presented for the benefit of our associates have dealt with national affairs. We cooperate with the branches of the United States armed forces, some of the topics presented being: "Understanding the Army," "Life on a Submarine," "The All-Air Army." On the international scale we are about to begin a series on the United Nations. This is being done in collaboration with the Central Editorial Services of the U. N.

Along with all these informative features, we have tried to keep our associates aware of our company products, advertising programs, and methods of promotion and distribution. We have also used the pages of our magazine for explaining such things as wage administration, job evaluation, merit rating,

the conference board system, and any other subjects which need explanation.

Readers a loyal group

One of the strange things about our publication is that we have, at some time or other, violated every rule of industrial editing, and still have an enthusiastic and loyal group of readers. Inspirational messages are supposed to be tabu, "old hat," and in poor taste, yet every month our president writes an editorial which receives considerable attention and comment. We frequently publish religious articles for the sheer inspiration and spiritual "lift" they contain. No, we don't fancy ourselves missionaries or reformers, we just know that our associates like that sort of thing. Among the authors of the inspirational material used have been Reverend W. Hamilton Aulenbach, of Germantown, Pa., and Reverend D. R. Davies, Surrey, England. F.B.I. Director J. Edgar Hoover contributed an article called, "Crime and the Sunday School."

Although we do not as a rule pay for articles, since our magazine is distributed gratis and we sell no advertising, we have used the writings of many notable Americans, including: Herbert Hoover, Gen. Omar N. Bradley, Ned H. Dearborn, Arthur Daley, Lemuel R. Boulware, Dr. James F. Bender, Representative John C. Kunkel, Dr. Raymond B. Fosdick, Dr. Franz Alexander, Captain Eddie Rickenbacker, Dr. William C. Menninger, Dean Russel, "Red" Barber, and Cecil B. De Mille.

Getting articles of this nature isn't too difficult. To begin with, there are several excellent sources of material suitable for employee publications. One of these is *Guideposts*, a religious-inspirational publication printed at Pawling, New York. Other sources are: the *New York Times*, both daily and Sunday; the *New York Herald Tribune* supplement "This Week"; the National Safety Council; and the Metropolitan Life Insurance Company.

To give just one example, when Raymond B. Fosdick gave the chief address at the dedication of the Palomar Observatory, we read it in the *New York Times* and asked for permission to use it. In fact, whenever we spot something we think worthy of our associates' interest, or which may be useful to them, we ask for reprint permission. Only once have we been refused—by the heir of a famous writer who asked an exorbitant royalty.

We try to keep our magazine well-balanced, and not over-load any single

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HOW WE DID IT—

Educational exhibits in trailer help Borden achieve good relations with milk farmers

By James W. Henry

In charge, farm section, public relations department,
The Borden Company

THE RELATIONSHIP between dairy farmers and processors of milk and dairy products is unique in American industry. Unlike most other farmers, dairymen have direct and frequent contacts with the processors who buy their produce. Except in large city milksheds, plants are located near the farms which supply them. Shipments of milk must be made daily. Processors encourage good dairying practices because a good finished product requires good quality milk from the farm. Moreover, processors are interested in farm efficiency because if dairying becomes unprofitable dairymen will turn to other types of farming.

Good farm relations are thus important to the dairy processor. They are disturbed from time to time for various reasons. There is the intense competition which exists among buyers of milk in some areas. Friction sometimes develops in enforcing requirements necessary in

obtaining a quality product. There are the usual differences between buyer and seller over price, complicated in this industry by a necessarily complex pricing system which is difficult for many farmers to grasp.

The Borden Company, as one of the world's leading milk processors, has a large problem in farm relations. It buys, processes or manufactures, and finds a market for the produce of some 50,000 farms. Engaged in many types of dairy enterprises, Borden's has plants in most of the important milk producing states. Although the Company is a national one, its farm relations efforts must, for the most part, be carried on at a local level.

New section established

To spearhead a program of farm relations, the Public Relations Department, after a long period of planning, established its Farm Section in 1948. It was decided at the start that this Section

would function as an advisor and aid to operating personnel who would carry the responsibility for farm relations work in their respective communities. Mainstay of the Section's program is *Dairy Digest*, a monthly publication, having 34 local editions, and a circulation of 31,000. Supplementing this is the *Fieldmen's Newsletter*, a memo addressed to nearly 400 of the Company's fieldmen. Incidentally, these men have direct personal contacts with farmers, working with them on their individual production problems and helping them to meet the requirements of their markets.

To provide a new and effective medium of communicating with farmers and meeting the varied problems of each locality, a "traveling farm school" was developed this year. First of its kind in the farm relations field, the mobile farm unit was completed in June and is now in service.

Public relations on wheels

Christened the "EXHIBITOUR," the service unit consists of a 26-foot long trailer specially built by the Schult Corporation. It is pulled by a 1950 Studebaker Landcruiser. The EXHIBITOUR will tour rural areas throughout the country, carrying the Borden story to farm groups that are important to the Company. Its operations will implement the objectives of the Borden farm relations program, which are:

1. Establish the mutuality of interest between producers and Borden's as a marketing agent;
2. Demonstrate ways in which farmers can improve their methods and increase net returns;
3. Explain business facts and condi-



"Exhibitour" shown ready for trip to next rural area.

tions which govern marketing of dairy products;

- Establish the Company as a friendly partner, genuinely cooperative in working out agricultural problems.

The EXHIBITOUR has been constructed so that it can be used indoors or out, depending upon conditions. Visitors can pass through the trailer and view exhibits which are presented by means of transparencies, posters, charts, and other visual aids. Exhibits can be removed and quickly replaced with others; this feature keeps the EXHIBITOUR flexible and keyed to local situations, and allows it to build attendance by offering a completely new exhibit as frequently as twice a day. Government bulletins, varying with the region, and specially prepared educational folders are made available to the exhibit visitors. The EXHIBITOUR also uses an Admatic automatic projector which flashes a concluding story as visitors leave the trailer. It will eventually carry a large portable screen, a projector and a full supply of educational films for a farm audience.

Ready to go to work

Fully equipped, the EXHIBITOUR has been constructed to comply with all state laws. It incorporates all modern safety and convenience features. It requires only electricity and space to tell its story at fairs and expositions, agricultural colleges, and farm meetings. A trained operator, who is an "ag" school graduate and well versed in dairy farming problems, conducts the farm showings. In each area he is assisted by the local Borden fieldmen.

Among the basic dairying subjects covered during the mobile farm unit's showings are the following: Mastitis control; importance of uniform year-round production; grassland farming; care of equipment; dairy cow disease prevention; proper feeding practices; and the cow-to-customer story of milk, which tells farmers what Borden's does to provide a good market for the milk they produce.

HOW WE DID IT is a regular *Journal* feature, presenting specific items showing how a difficult major or minor public relations problem was met by an ingenious, bold or unexpectedly simple device of the sort that others might use in meeting similar problems. Readers are requested to submit brief reports of interesting instances, with glossy photographs, if procedure is picturable.

Is public relations a profession?

(Continued from Page 4)

At the same time the PRSA Education and Research Committee, under the energetic leadership of Dr. Rex Harlow, has inaugurated several programs to develop further knowledge of public relations practice. One of these is an exhaustive survey to determine the status and role of the public relations function in fifty leading companies of the food industry. Another is a survey of research in the social sciences now under way in educational, non-commercial and commercial institutions—research which has a direct bearing on day-to-day public relations. The results of this will be made available to the membership in facilitating efforts to extend our knowledge of human motivation and behavior.

Essentially, however, these are group activities in which the group acts on behalf of the members. What about activities in which the individual member acts not only in his own interest but on behalf of the group? How many of us take the time to attend meetings or glance at the publications and literature of the learned societies which are daily providing the tools with which to sharpen our own skills? When was the last time you contributed to the PRSA

Journal? When was the last time you looked at a copy of the *Journal of Applied Psychology* or the *American Journal of Social Issues* and the like—if only to look at the book reviews or the listings of new books, monographs and pamphlets? If these periodicals sound abstruse, look at the following titles picked at random from a recent issue:

"Patterns of Panic," (International Universities Press) a study of what happens in situations similar to that at Peekskill when the Communists neatly fomented near-riots.

"Psychology of Labor Management Relations" (Industrial Relations Research Association). Is there anybody who considers his knowledge on this subject couldn't be broadened?

"The Expanding Role of Government and Labor in American Economy" (California Institute of Technology).

Each of us knows better than anyone else what the breadth of our professional knowledge may be—and what we are doing to widen it in the interests of our own individual improvement and the birth of the profession of public relations. In all humility, can any of us say that as individuals or as a group so far we are doing enough?

Mobilizing public opinion for freedom

(Continued from Page 6)

following tools: a 30-page "Suggested Operational Plan" spelling out what each regional, state and local chairman is expected to do; a printed folder for wide distribution explaining very simply what the *Crusade* is all about; scrolls bearing the Declaration of Freedom which all citizens will have an opportunity to sign; Freedom Bell lapel buttons for enrollees; stickers for contribution receptacles at enrollment stations; posters; radio transcriptions of Radio Free Europe broadcasts; a ten-minute documentary film for distribution to all regular movie theaters during the campaign. Other devices are in preparation.

The Advertising Council of New York is giving all-out support to the *Crusade*, with George Ludlam, Council vice president, and Helen J. Crabtree as staff executives on the campaign. Hewitt, Ogilvy, Benson & Mather, Inc., and Dancer-Fitzgerald-Sample, New York advertising agencies, have volunteered their time and talent to work with the Advertising Council in the preparation

of national ads and other advertising materials. These include: (1) A *Crusade For Freedom* kit containing a variety of 14 advertisements to be sent to dailies and weeklies for local sponsorship; (2) 3,000 24-sheet posters for outdoor billboards; (3) 25,000 car cards for use in trains, street cars, subways and buses, (4) Special advertising and feature stories for company magazines.

General Clay has issued letters to 350 national organizations requesting support at both national and local levels. Other letters have been sent to industrial management and labor organizations requesting that enrollment stations be set up in every factory and office throughout the nation.

Our immediate task is to build so effective a national organization that every man, woman and child in the country will have the opportunity to participate personally and directly in the worldwide struggle for men's minds and loyalties. Public relations is the means through which the *Crusade for Freedom* will do this job.

The two-horned dilemma of the colleges

Understanding between education and citizens can help thwart threats to freedom and finances

By Scott M. Cutlip

Professor, University of Wisconsin

HIGHER EDUCATION TODAY is face to face with a crisis compounded of freedom and finances. Our collegiate institutions, caught up in the swirling vortex of fear, suspicion, and intimidation of those who express ideas that differ, are faced with serious threats to the freedom of their scholars to teach, to learn, to experiment. The recent actions of the University of California board of regents grimly underline this threat.

Our collegiate institutions, in increasing number, are also finding their ability to serve weakened by slow financial strangulation. Unless an institution is soundly financed, it cannot adequately serve and it is not likely to remain free. To fight their way out and over these threats, our educational institutions need the thoughtful, skilled help of all those who profess the know-how of communication and skill of leadership inherent in public relations. This means all of us who practice and preach public relations.

PR born of need

In common with American industry and other fields, our institutions of higher education have made great progress public relations-wise in the five years of the GI post-war enrollment bulge. The post-war headaches of higher education, compounded of doubled enrollments to be handled by inadequate staffs, housing, budgets, etc., brought an increased awareness of the value of soundly-organized, competently-directed public relations programs to our educators.

More college presidents are being gauged by their public relations talents as well as by scholarship and business acumen. More institutions are moving their public relations program to the policy-making level. More university informational agencies are shifting their

emphasis from the superficial prom-queen cheesecake to the more difficult informational task of interpreting higher education to the citizens who must support it with funds and who must defend its freedom. Yet there is a gnawing suspicion among those who know the power of sound public relations and who sense the critical problems of higher education today that the progress, thus far recorded, is not enough to meet the critical challenge facing higher education today.

Freedom a key factor

What are the elements of this crisis? What can the profession of public relations contribute? It has been succinctly said that the objective of a college public relations program is to earn freedom, funds, and freshmen for the institution. Each certainly is vital to the endurance of higher education.

No scholar, no teacher can be worth his salt unless he lives and works in an environment of real academic freedom. This we all know. Yet academic freedom today is in question, if not in danger. One of the great tasks confronting college public relations practitioners today is to win public understanding and sup-

port of the necessity for responsible academic freedom — freedom for the teacher to teach, freedom for the scholar and scientist to explore and try the unknown, and freedom for the student to learn. Even the freedom of a professor to make a damn fool of himself.

Social pressures ever present

A university is more than a community of scholars; it is a social institution, subject to social and economic pressures. A university worthy of the name holds to the belief that its function is not only to perpetuate the learning of past ages and to hand on to its students behavior patterns of earlier generations, but constantly to advance the frontier of learning by fearless experimentation and an unremitting quest for the truth. This means a courageous, honest, and intelligent grappling with the problems that perplex and plague our society. This means trafficking in unpopular ideas. This means pressures from every special-interest group in our society. An institution that is alive and vigorous cannot escape pressure. It must have the strength to reckon with it. Much of this strength must come from the tolerant understanding of opinion moulders — public relations practitioners and their employers.

In our all-out struggle with Russia, we may become so afraid of communism that we endanger our liberties in the process of protecting them. In our present tense, emotional fear-charged social climate all ideas that diverge from the *status quo* become dangerous and open to suspicion—and pressure. Colleges and universities have come under intense pressures since the war; we have had legislative witch-hunts, a proposal to inventory textbooks from the chairman of the House Un-American Activities Committee, required non-Communist oaths and affidavits, strong demands for courses in Americanism, "Free Enterprise," etc. There is nothing new in all



Scott M. Cutlip, now associate professor of Journalism in charge of public relations sequence, School of Journalism, University of Wisconsin, previously served as assistant to the president. During World War II he served in the Pacific Theater covering public relations and intelligence assignments for the Army Air Forces. Prior to entering military service he was director of public relations for the State Road Commission of West Virginia, and also worked on West Virginia newspapers for five years. Mr. Cutlip received his education at Syracuse University and the University of Wisconsin.

this. However, the pressure to "teach the truth" as a particular regent, alumnus, industrialist, labor leader, donor, or taxpayer sees "the truth" has been greatly intensified in these post-war years of neither peace nor full-scale war. And, too often, these pressures have been spearheaded by public relations practitioners. Isn't this a concern for all of us in public relations?

Finances a sore spot

Of equal importance and concern is the lack of adequate financial support for our colleges and universities—a problem requiring the skill, imagination, and effort of influential public relations practitioners. As the GI enrollment bulge recedes into educational history and war-born inflation continues to depreciate the dollar, our educational institutions are face to face with their most serious financial crisis in a half-century. "The financial crisis of American colleges and universities is the most serious in 50 years," Dr. Henry M. Wriston, president of Brown University and of the Association of American Universities, recently said. This is no over-statement.

Private and sectarian colleges are hard hit because gifts and incomes from endowments have fallen off. Some of them have been driven to using some of their capital or reserve funds to operate commercial enterprises of various sorts—even a spaghetti factory—to make ends meet. To preserve the freedom and integrity of higher education we need the strong, sound independent institution, free of political pressure and influence. Likewise, public institutions dependent upon tax sources are finding the going tougher all the time. On the state level they are faced with strong, emotional competition for funds for the aged, funds for secondary schools, funds for highways, and funds for mental welfare and institutional care. On the federal level, a nation re-arming is not likely to spare funds for federal aid to education.

More gifts, not higher fees

The solution cannot be found in higher tuition fees. We are already in danger of pricing ourselves out of the talent market. The demands for defense block possible relief from the Federal government even if that might be found desirable. Present fiscal and tax policies make the large gift from the wealthy philanthropist an uncertain reed of support in the future. The best answer I can think of lies in mass public support for mass giving in small amounts. This will necessitate expanded and intensified public

relations activity on the part of the institutions themselves and on the part of those concerned with the enduring prosperity of this vital foundation stone in our structure of freedom.

"Adequate financing for higher education in this country is facing a crisis which calls for basic new approaches and greater public awareness and responsibility if the national welfare is to be protected," Dr. Frank D. Fackenthal, formerly provost of Columbia University, told the Association of American Universities in the fall of 1949. The "greater public awareness" can only come through intelligent public relations. Subsequent events have strongly underlined those words. Dr. Benjamin Fine, educational editor of *The New York Times*, in late 1949 pointed out that in 1950 three out of every five of our colleges and universities would face an operating deficit. If you ponder the importance of sound higher education to our enduring freedom, you find such facts frightening.

A problem of concern to all

But this is not a problem for the public relations man in higher education alone to solve. The public relations concept of corporate industry as a good citizen fronts directly on this problem. One educator recently pointed out that "many attempts are being made to elicit the support of American industry. Except for research grants and some gifts to specialized programs, receipts from this source have been somewhat nominal."

Averell Broughton, writing in the September, 1949, issue of *The Public Relations Journal*, in effect, replies:

"In several campaigns for additional endowments or funds carried on by major institutions for the past year, the objectives were not reached. It seemed to me that the reason lay in the fact that no proper justification of their existence or special need had been made in terms which would be understood and appreciated by the business world to which they made their appeal."

These statements point up the burden of this piece. The preservation and perpetuation of our institutions of higher education so that they may continue to serve as a bulwark of our freedoms is not a concern of the college public relations practitioner alone; it must be the concern

of all those endowed and equipped to provide leadership of public opinion.

The above statements also underline a typical public relations problem—failure of two groups whose welfare and mutual interest is directly related to understand one another. Today we simply cannot afford the destructive effect of the college professor lambasting business and its lack of devotion to the public interest on the one hand and the business man pooh-poohing the professor as a left-wing theorist who has never met a payroll on the other.

Understanding via mutual interest

We in public relations, if we are half as expert as we claim, ought to be able to replace this misunderstanding and discord with a sense of understanding in the mutual interest of preserving free education and free industry. Isn't that, after all, the function of public relations? Isn't this a job for us in the interest of making our democracy work and hold firm against all comers?

Industry is one of the principal beneficiaries of education. First, education produces good citizenship, the prime requisite of our democratic system . . . the system under which private industry has made its greatest progress. Second, education, both for youths and adults, provides trained workers and the skilled leadership so essential in our highly-specialized industrialized economy. And, third, education creates a demand for the products of industry and thus encourages the advance of our standard of living. Both education and industry find their strength and sustenance in a free society. It is to their mutual interest that both survive the totalitarian threat of our time. One must support and strengthen the other in free and fair interchange of ideas.

Agreeing with Mr. Broughton that "men who live and work apart are suspicious and distrustful of each other," do we in public relations not have an obligation of bringing these two fundamental institutions together in friendship and harmony? I fully agree with Mr. Broughton as to the need for relating our colleges to their surrounding economic structure, but I would remind him that we in public relations make much of the fact that public relations is a two-way street.

As Abel Hanson documented so well in the January, 1950, issue of *The Public Relations Journal*, the present gulf is wide and deep. Only through intelligent public relations on both sides of the

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Colonial printing office: grass roots of democracy

*Virginia's first permanent printing press,
established 220 years ago, reconstructed at
Williamsburg as graphic reminder of heritage
of free speech of the American press*



Restored printing office at Colonial Williamsburg, open daily for visitors, features authentic equipment, architecture and costumes.

Printers are educated in the belief that when men differ in opinion both sides ought equally to have the advantage of being heard by the public; and that when truth and error have fair play, the former is always an overmatch for the latter; hence they cheerfully serve all contending writers that pay them well, without regarding on which side they are of the question in dispute.

BENJAMIN FRANKLIN, 1731

IT WAS IN THE SUMMER of 1730 that William Parks, one of the outstanding pioneer printers and publishers of colonial America, established his printing office in Williamsburg, the first permanent printing press in Virginia.

This summer, 220 years later, the authentic thud of a colonial printing press was again included among the 18th century sounds and scenes of the restored colonial capital city. Authentically equipped to turn out press work by the muscle-power methods of two centuries ago, the re-established colonial Printing Office at Williamsburg is a working demonstration of pre-Revolutionary graphic arts recalling the important role of the American press in the critical pre-Revolutionary period.

Colorful ceremonies on Tuesday, July 25, formally opened the Printing Office as a free exhibition building of Colonial Williamsburg, the organization carrying forward the restoration of 18th century Williamsburg.

Early printer pioneer public relations man

Edwin S. Friendly, President of the American Newspaper Publishers Association, dedicating the Printing Office, indicated that the operator of the early printing office was a pioneer public relations man when he said: "This gathering here today, the opening of the Colonial Williamsburg Printing Office, is surely the epitome of democracy at work. Here is an occasion which is being observed because brave men long ago fought for the freedom of mankind, against selfish and unscrupulous government.

"The colonial Printing Office will serve as an eternal reminder that freedom of speech is not only the benefit, but also

the grass roots of democracy—not only the harvest but also the assurance of liberty—not only the privilege but also the safeguard of a free nation."

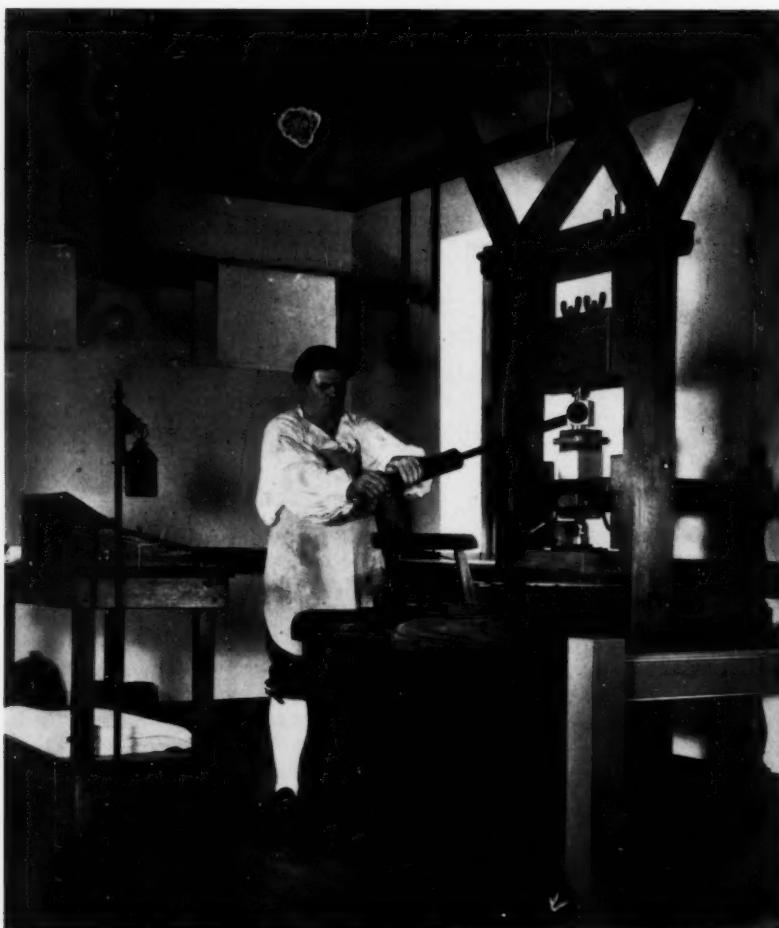
Printing and journalism represented on program

Present for the opening of the quaint shop were top representatives of the printing and journalistic professions. On the program, in addition to Mr. Friendly, was Mr. John B. Haggerty, president of the International Allied Printing Trades Council, who commented on the striking similarity between the role of the press in colonial times in drawing together the diversified elements of the unborn nation and the role of the press today in binding together a world struggling toward freedom for all men.

Following the ceremonies, August Klapper, "colonial" printer at the shop, clad in authentic 18th century dress,



Type cases of conventional 18th century design shown here suggest origin of terms "upper" and "lower case" for type characters. Capital letters are picked from upper cases, small letters from lower ones.



With two men working, this English common press, requiring eleven separate operations per sheet, turned out 200 impressions an hour.

explained the equipment and operations of the shop to the guests and visitors. Klapper, an able modern printer from Philadelphia, has had to re-learn his trade in terms of archaic 18th century techniques. He is on hand daily at the shop to turn out printing as well as explain its picturesque details to visitors.

The shop is complete in every detail of equipment and operation, even down to some 18th century type dug up in Williamsburg. Handbills, broadsides, book plates, small almanacs and other random pieces will be printed there by the old methods of handsetting all type, inking the forms between impressions with a leather ink bag, pulling the lever of the massive hand press, and cleaning the type with lye following use.

Press faithfully reconstructed

Principal item of interest in the Printing Office is the English Common Press, seven feet high, which has been reconstructed carefully by hand from contemporary 18th century designs. Other equipment includes the type frames in which the 18th century style type is kept, the imposing stone, the Horse and Bank Table for feeding paper into the press, the wetting trough and paper tables, the ink grinding and mixing table and miscellaneous equipment including old prints and a sampling of the oddments carried by such establishments in the early days. Colonial printing shops, which were virtually the hub of their communities, carried a wide range of

articles for sale, including books, quills and stationery. The Offices also served as clearing houses for notices and often were post offices, too.

Encouraged literary works

William Parks, who brought printing to Virginia on a permanent basis, had been preceded by William Nuthead who set up a press temporarily at nearby Jamestown in 1682 only to give it up when official disfavor resulted in a complete royal ban on printing in the colony. In 1736, six years after he established his press in Williamsburg, Parks began publication of the *Virginia Gazette*, first newspaper of the Virginia Colony. Parks is recognized as one of the outstanding printers of the day. In addition to his encouragement of literary works he was the first person to build and operate a paper mill south of Pennsylvania. Erected primarily to supply his press, the paper mill turned out laid paper with Parks' own watermark "WP." It was located just outside Williamsburg on what is still known as Paper Mill Creek.

Parks was succeeded on his death in 1750 by a series of able printers and publishers, among them William Hunter, who published the first printed writings of George Washington, Alexander Purdie who started a second *Virginia Gazette* labeled "ALWAYS FOR LIBERTY AND THE PUBLIC GOOD," and William Rind, who was brought from Maryland, according to Thomas Jefferson, "to publish a free paper."

Name a popular one

The repeated use of the title *Virginia Gazette* by early Virginia publishers, even for rival papers, has been described as one of the outstanding peculiarities of the early Virginia press. As many as twenty-one papers with this title have been recorded. The Institute of Early American History and Culture with headquarters in Williamsburg is completing a comprehensive index of all of the Williamsburg newspapers prior to 1780. It will be made available to libraries, historical societies and interested persons along with a complete microfilm record of all of the extant newspapers of the period from 1736 to 1780.

The re-established colonial Printing Office in Williamsburg, dedicated on July 25, will serve as a graphic reminder of the heritage of the American press, filling in another detail of the every-day life in 18th century Williamsburg and the way of American life as Washington, Jefferson and other early patriots knew it.

The employee magazine: its job of education

(Continued from Page 8)

issue with factual material. We use humor whenever possible. We use personal items—plenty of them. This is carefully checked to make sure that nothing libelous is printed. And we know from surveys made that when "The Shuttle" is delivered to the homes of our associates, the first thing they turn to is our "Have You Heard?" section. This is probably because we personally contact every employee once a month, and in so doing give them a sense of helping to produce their magazine. I might add that we have a harmonious group of people who are good sports and possess a grand sense of humor—which helps.

We try to keep our writing clear and simple, but we don't "beat our brains out" in an effort to simplify the language. You see, we respect the intelligence of our associates. "Shirt-sleeve English" may be required in some publications, but we feel that our readers

are intelligent enough to appreciate a slightly more advanced style. We make an attempt to use good grammar. We don't think it hurts any one.

Educational—but with balanced editorial content

The employee publication, then, has an educational function. It should not be used as a mere "showpiece" of management, as a convenient hand-out, or as a buffer between labor and management. Nor should any of the elements I have mentioned be over-stressed. Too much personal news, too much management preaching, too much "sweetness and light"—any one of these in abundance can be nauseating. A good cake can be baked by using a recipe of proper proportions. Well, so can a good employee magazine. One has to strike the right balance, not an easy task in this age of distorted values. We, nevertheless, believe it is worth the effort.

The two-horned dilemma of the colleges

(Continued from Page 12)

chasm can a sturdy bridge of understanding be built to carry the requisite two-way traffic of ideas and interest. From the "business" side of the canyon, Mr. Broughton, in the article previously referred to, gives this advice:

"I do suggest that the college faculty especially make a special effort to identify itself with the business activities in its community . . . If the campus can speak and understand the language of business with its problems today of taxes, of government competition, of organized labor under predatory bosses, in some cases—if the college can understand these problems not just as theories but as facts, they will not only be helpful to business and industry as never before, but they will grow in stature and strength . . ."

Educator states viewpoint

As one who is concerned with this matter, "something of profound importance to American life," President Wriston of Brown, addressing businessmen, in effect replied from the ivy-walled side of the canyon:

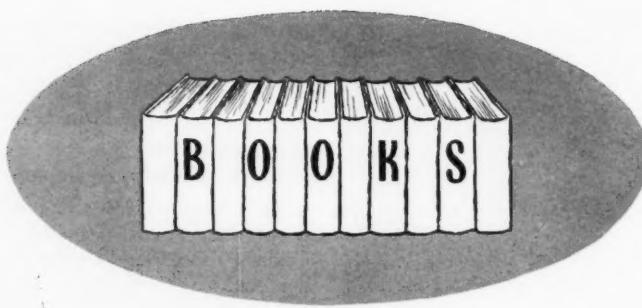
"All evidence indicates that a larger proportion of young people are to be in school for longer periods of time than ever before in the history of the world. That being so, the temper, the attitudes, and doctrines

of teachers are of vast significance. If, as I have indicated, there has been a growing breach between those who teach and our social and economic system, then it had best be understood.

The cure is not to denounce or to harry the faculties; it is to reform the situation which makes the intellectual bear the burdens without sharing the rewards. It is to recognize his strategic, indeed his vital, place in our economy, our society, and our public life and to proceed rationally and with as much light and as little heat as possible to redress the balance, and give to the teacher that which he must have."

Everyone's concern

"That which he must have" includes freedom to think and teach as he sees fit without fear or threat, tools and funds for research into the unknowns, and financial independence commensurate with his social responsibility and professional skill. And this, I reiterate, is not the sole concern of the poverty-weary professor and college public relations practitioner. It must be the concern of all who are interested in preserving and strengthening all our free institutions in the hope that they will prove equal to the terrifying responsibility that is theirs in the struggle of freedom loving peoples against those regimented under the whiplash of the totalitarian aggressors.



PUBLIC RELATIONS IN BUSINESS

Reviewed by Rex F. Harlow, Chairman, Education and Research Committee, Public Relations Society of America

PUBLIC RELATIONS IN BUSINESS, by Nugent Wedding. Bulletin 71, Bureau of Economic and Business Research Series, University of Illinois, 1950. 46 pp.

This is a report on a quantitative study, statistically supported, of the public relations activities of eighty-five large corporations in the United States (40 per cent are among the two hundred largest corporations in the nation). Thirty-nine of the companies produce or distribute consumer goods or services; twenty-six produce or distribute industrial goods; fifteen are railroads and public utilities; one is an air line; and five are banks.

The author, who made and reports the findings of the study, is assistant professor of marketing in the University of Illinois. "Public Relations in Business" is his dissertation for the degree of Doctor of Philosophy. It is based on first-hand data collected by means of personal discussions with the eighty-five men responsible for the public relations programs of the business firms studied, and eight independent public relations counselors. These interviews ranged from one to four hours in length. Conferences were held also with a number of company presidents.

The report is a goldmine of information and carefully measured opinion on matters of vital concern to every person who is interested in acquiring a better knowledge and firmer grasp of the basic elements in public relations. Dr. Wedding wastes no words. His keen analyses and cryptic interpretations of the data he assembled are frank and fearless, striking to the heart of problems he uncovered and pointing out both the strengths and deficits in the public relations activities of the firms

he studied. The result is a forthright document which can profitably be studied by management, corporation public relations workers, public relations counselors, and the public alike.

Some of the more important facts Dr. Wedding presents in summary form are that the term "public relations" was a source of disagreement and confusion among the public relations people he interviewed. Of the companies included in his survey, only 35.3 per cent had what might be considered complete, well-rounded public relations programs; uniformity of activities and agreement as to the proper organization for public relations was lacking among the companies; 76.5 per cent of the firms chose their public relations objectives through "managerial decisions based on business judgment," with only 11.8 percent using formal research and analysis for this purpose; 57.6 per cent of the firms made no attempt to measure the effectiveness of their public relations programs; no common method was used by the companies in appropriating funds for public relations work; publicity was the only communication instrument used by all of the companies.

The bulletin is a distinct contribution to the literature of public relations. It ought to be in the working library of every public relations man and woman.

THE NEW SOCIETY

Reviewed by Frank T. LeBart, Instructor, Boston University School of Public Relations and Communications

THE NEW SOCIETY, by Peter F. Drucker. Harper and Brothers. 352 pp.—\$5.00

Even a casual study of intellectual history will reveal the profound influence of big ideas. Widely circulated works which seek to define the relation of man to society and the functions of his political economy have done more to influence public opinion and attitudes,

in the long run, than all other specialized media.

At a time when fresh ideas on how to cope with the problems of an industrial society within the framework of a free political economy are at a premium, Peter Drucker's *The New Society* has emerged a significant contribution.

Contending that the world revolution is being "made in the U.S.A." and not in Moscow, Drucker skillfully refutes the fallacies of communism and socialism. The true revolution springs from within a new institution—the giant industrial enterprise—and not from without through the imposition of new economic systems. Mass production and industrial organization are, and will continue to be, utilized by every economic system. Hence, simply changing the system will not solve the problems inherent in the "new society."

"The mass production principle is not a mechanical principle . . . It is a *social* principle—a principle of *human* organization. (. . .) It is the organization rather than the individual which is productive in an industrial system." Its success depends upon specialization and integration.

The integration essential to the proper functioning of the mass-production order "demands a degree of understanding and support on the part of the individual member of the organization that goes far beyond anything traditional society requires."

This communications problem "is inherent in modern industry and the distinguishing problem of its social order. Certainly, it cannot be solved by mechanical means, by publicity, by good intentions or by speeches—let alone by that magic abracadabra of modern management, the 'Organization Chart.' It requires new institutions. The mass-production principle will never be a functioning principle of the social order without the establishment of 'communications.' Industrial society itself will not be able to function or even to survive unless it appears to its members as rational—that is, unless the members see the relationship between their own work and purpose and the purpose and pattern of society."

The great contribution of *The New Society* is the lucid manner in which it defines formerly obscure aspects of our society. Loaded with keen insight and practical suggestions, this book should be of special interest to those concerned with industrial public relations and of general interest to all practitioners.



NEWS SECTION

SEPTEMBER 1950

PRSA Director Dies



Lee Lyles, Assistant to the President, Santa Fe System Lines, Chicago, died July 21 after a long illness. He was 57 years old, and had served the "Santa Fe" for 39 years. Since 1935 he headed the railroad's public relations program. Long a PRSA and Chicago Chapter member, he was currently on the National Board of Directors. His wife and one son survive.

Aids foreign study of public relations here

Recent visitors to this country who have been received by PRSA's national headquarters include several public relations representatives from foreign countries who wished to observe American developments. PRSA frequently arranges trip itineraries for such visitors so that they may observe many facets

The Fall meeting of the national Board of Directors of the Public Relations Society of America will be held at the Park Plaza Hotel, St. Louis, October 19-20, according to the call recently issued by J. Handly Wright, Society president. All members are invited to attend the two-day business sessions which will hear reports from national standing committee chairmen in preparation for the group's annual meeting at New York December 3-5.

Chapter delegations will be present to witness proceedings which will include the installation of at least two new chapters of the Society.

On October 18, the day preceding the national meeting, the St. Louis Chapter will sponsor a one-day public relations conference at the Hotel Statler for business executives and public relations people in the central continent area. All PRSA members are invited to attend the conference sessions, at which nationally known public relations, business and educational leaders will speak.

Thomas W. Parry, Thomas W. Parry and Associates, is president of the St.

(Continued on Page 18)

PRSA CALENDAR

October 18, 1950—St. Louis Chapter conference, Hotel Statler, St. Louis, Missouri.

October 19-20, 1950—Fall Board of Directors Meeting; Park Plaza Hotel, St. Louis, Missouri.

December 3-5, 1950—3rd Annual Conference; Waldorf-Astoria Hotel, New York, N. Y.

of the American economy under the hospitable auspices of Society members.

Graham Kingsford-Smith, staff director of public relations for the Australian Banks Association, Sydney, Australia, was a June visitor, traveled widely in America for several weeks.

July visitors included Goran Hedin, Manager, Public Relations & Research Department, Swedish Banks Association, Stockholm, Sweden; Paul R. O. Marden, London, member, British Institute of Public Relations; and Jean Milhaud, Paris, representative of La Cégos, 2000-member French association, comparable to the American Management Association.

Earlier in the year a delegation of Japanese public relations men was assisted in a national study tour routing by PRSA's Executive Vice President Bliss.

TV Demonstration to Lead Off PRSA Annual Conference

Television from the inside out will be presented in a full-scale show for PRSA members and guests in connection with the Society's third national public relations conference at the Waldorf-Astoria, December 3-5, it has been announced by James P. Selvage, Annual Meeting Committee Chairman.

Planned as the opening event of the three-day meeting, the Sunday afternoon session, sponsored by the National Broadcasting Company in its Radio City studios, will take the nation's public relations leaders behind the scenes in a question-and-answer live talent demonstration that will explain the possibilities and potentialities of the medium for public relations program development. National figures of television prominence will appear before the group, and all phases of the medium's operations will be explored for conference guests.

Encyclopaedia Britannica writing on public relations

Encyclopaedia Britannica has commissioned Joseph Anthony, Stephens College, Columbia, Missouri to prepare an article on public relations for the 1951 edition. PRSA national headquarters has been furnishing background historical material and current data on the field.

Conference precedes St. Louis Board meeting

(Continued from Page 17)

Louis Chapter, and Dan J. Forrestal, Monsanto Chemical Company, is general chairman of the one-day event.

Role in defense economy general theme of meeting

Speakers on the October 18 conference program, who will relate aspects of the public relations program to the defense economy under a general theme "PR and Preparedness," include Homer P. Hargrave, Merrill Lynch, Pierce, Fenner & Beane, speaking on stockholder relations; George S. Benson, President, Harding College, who will illustrate his talk with a film; Willard V. Merrihue, General Electric Company, discussing employee relations; Milton Fairman, The Borden Company, speaking on public relations departments and reports to management; Mrs. Denny Griswold, *Public Relations News*, "Public Relations: Its Progress As A Profession In The Last Decade"; Ed Lipscomb, National Cotton Council, presenting a case history of an industry-wide public relations program; W. Howard Chase, Gen-



Thomas W. Parry
St. Louis Chapter President

eral Foods Corporation, speaking on human relations in industry; Maxwell E. Benson, General Shoe Corporation, "How One Big Southern Company Looks At Public Relations"; James P. Selvage, Selvage & Lee, developing a program for government relations in business.

The conference will follow a group discussion pattern.

As is customary, PRSA Board members and chapter delegations are invited to include their families in their planning, and in all cases PRSA members are requested to handle their own accommodations direct to either of the meeting and conference hotels at St. Louis. While the three days will be filled with public relations discussion and organization reports and activity, the host chapter has indicated that several plant tours and community events are planned for guests, along with evening social functions.

Printers' Ink solicits listings for its house organ directory

Printers' Ink is currently revising its Directory of House Organs. Last edition (1947) listed more than 5,300 publications. If you haven't registered title of your publication for inclusion in new fall edition, write *Printers' Ink*, 205 East 42nd Street, New York 17, N. Y. There is no charge for the listing, and a complimentary copy of the \$5.00 publication will be sent to each listed publication.

WELCOME TO ST. LOUIS P.R.S.A. MEMBERS



Welcome to new members

The Executive Committee of the Public Relations Society of America is pleased to announce the following elections to Society membership. In his letter of welcome, J. Handly Wright, President, urged all new members to participate actively in the Society's program and committee work.

Executive Vice President Robert L. Bliss has asked all new members to place national headquarters on their mailing lists to receive reports, releases and other material pertaining to their programs.

Active Membership

Bell, Louis H.—Director of Public Information, Pennsylvania State College, State College, Pennsylvania

Beman, Delmar W., Jr.—Director of Public Relations, The Proprietary Association, Washington, D. C.

Boehmker, Erwin W.—Public Education Director, Investment Bankers Association of America, Chicago, Illinois

Bolles, Donald C.—Public Relations Director, The Federal Council of Churches of Christ in America, New York City

Bowerfind, Edgar S.—Director of Public Relations Department, Republic Steel Corporation, Cleveland, Ohio

Bowker, Benjamin C.—President, Bowker & Company, Inc., Toledo, Ohio

Campbell, Donald L.—Copy Chief, Standard Oil Company (Indiana), Chicago, Illinois

Cavanagh, Daniel—Director of Public Relations, Golden State Company, Ltd., San Francisco, California

Collier, Eleanor R. (Mrs. Edward R.)—Director of Publicity, Boston University, Boston, Massachusetts

Conklin, James E.—Director of Public Relations, Knox College, Galesburg, Illinois

deLaittre, John—Vice President In Charge Public Relations, The Farmers and Mechanics Savings Bank of Minneapolis, Minneapolis, Minnesota

duBouchet, Andres J., Jr.—Director of Public Relations, General Motors de Mexico, Mexico D.F., Mexico

Duff, Philip S.—Vice President and Secretary, Archer - Daniels - Midland Company, Minneapolis, Minnesota

Dunbar, Sam B.—Manager, Louisiana Manufacturers Association, New Orleans, Louisiana

Durbin, William A.—Director of Public Relations, Burroughs Adding Machine Company, Detroit, Michigan

Fanning, Orville B.—Southern Manager, Methodist Information, Nashville, Tennessee

Ferguson, L. A., Jr.—Manager, Public Relations and Customer Service, Commonwealth Edison Company, Chicago, Illinois

Ferris, Joseph A.—Director of Publicity, Northwest Airlines, Inc., St. Paul, Minnesota

Finnegan, William N., Jr.—Executive Assistant, Humble Oil & Refining Company, Houston, Texas

Fletcher, Leonard J.—Director of Training and Community Relations, Caterpillar Tractor Company, Peoria, Illinois

Foster, James E.—Chief, Information Service, Illinois Public Aid Commission, Chicago, Illinois

Grussing, Bon D.—Director of Public Relations, Minneapolis-Moline Company, Minneapolis, Minnesota

Hall, George H.—Director of Public Relations, California Institute of Technology, Pasadena, California

Heckler, Edwin L.—Manager, Public Relations, Armour and Company, Chicago, Illinois

Hemingway, Frank—Public Relations Consultant, Jamestown, New York

Heren, Walter G.—Director of Advertising and Public Relations, Union Electric Company of Missouri, St. Louis, Missouri

Herget, Dan—Director of Public Relations, College of St. Thomas, St. Paul, Minnesota

Herro, George P.—Promotion-Publicity Director, Mutual Broadcasting System, Chicago, Illinois

Hulbert, Fred C.—Public Information Director, Central Chapter of Queens, American Red Cross, Jamaica, New York

Hume, Fred, Jr.—Secretary to the Mayor, City of St. Louis, St. Louis, Missouri

Johnson, Keen—Vice President in Charge of Public Relations, Reynolds Metals Company, Louisville, Kentucky

(Continued on Page 20)



"If he'd only stop joining things—"

• Well! First time anybody ever heard Miss Elderman complain about the Judge. He likes to serve on Committees...but she has to send out the notices and reports!

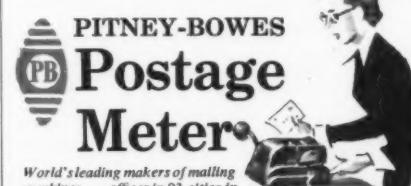
• Somebody should tell her about the DM...new desk model postage meter for small mailers...does away with adhesive stamps and sticking, makes mailing a lot easier!

• No larger than a desk phone, the DM prints postage for any kind of mail—directly on the envelope, with dated postmark, and optional small ad. Has a built-in sealer for envelope flaps. Even handles parcel post!

• Postage is set in the meter at your postoffice, and protected from loss, damage, theft. Visible registers show postage on hand, postage used.

• There's a postage meter for every office, large or small. Call the nearest PB office, or send coupon for booklet.

• PITNEY-BOWES, Inc., in Stamford, Conn....Largest makers of mailing machines, offices in 93 cities.



PITNEY-BOWES, Inc.
5243 Pacific Street,
Stamford, Conn.

Please send free booklet on the DM.

Name _____

Firm _____

Address _____

New Active Members

(Continued from Page 19)

Johnson, Robert B.—Sales Promotion Manager, The Merchandise Mart, Chicago, Illinois

Kaufman, Ben—Director of Public Relations and Publicity, National Association of Waste Material Dealers, Inc., New York City

Lafferty, John L.—Vice President, Republic National Bank, Dallas, Texas

LeMay, Ernest D.—Director of Public Relations, Tennessee Coal, Iron and Railroad Company, Birmingham, Alabama

Lentz, Rex V.—Director of Public Relations, Mercantile National Bank at Dallas, Dallas, Texas

Mabry, Garner A., Sr.—Advertising Manager, Humble Oil & Refining Company, Houston, Texas

Marks, Sidney—National Executive Director, Zionist Organization of America, New York City

Martin, John—Director of Public Relations, Massey-Harris Company, Ltd., Toronto, Canada

Maxwell, Raymond J.—Director of Publicity-Advertising, Missouri Pacific Lines, St. Louis, Missouri

McDonald, Malory—Special Representative to Senior Executive Assistant, Missouri Pacific Lines, Houston, Texas

Merilees, Harold J.—Manager, Public Information Department, B. C. Electric Railway Company, Ltd., Vancouver, B.C.

Nickerson, Thomas—Director, Publications and Information, University of Hawaii, Honolulu, T.H.

Potter, Mermon H.—Field Representative, Information Service, Veterans Administration, Montgomery, Alabama

Shannon, Jack P.—Public Relations Coordinator, Humble Oil & Refining Company, Houston, Texas

Shepherd, V. H.—President, Gulf Brewing Company, Houston, Texas

Short, Don L.—Owner, Don Short, Public Relations Counsel, Minneapolis, Minnesota

Smith, Harold A.—Associate Director of Public Relations, American Gas and Electric Service Corporation, New York City

Stansbury, Olin O.—Publicity Director, Stix, Baer & Fuller, St. Louis, Missouri

Tellwright, F. Douglas—Assistant Vice President, Pacific Telephone and Telegraph Company, San Francisco, California

Announces new members



**Milton Fairman, Chairman
PRSA Executive Committee**

Walp, Paul K.—Executive Secretary, Colorado River Board of California, Los Angeles, California

(Continued on Page 22)

Annual Reports

and Statements of Condition

a specialty with this company

*National Typesetting Corporation
914 Pine Street • St. Louis 1, Mo.*

SERVING THE TYPOGRAPHIC NEEDS OF PUBLIC RELATIONS SINCE 1921

A Message to All P.R. Men:

HERE'S WHAT THE DOCTORS' ADVERTISING CAMPAIGN

Means to You!

No group in America has done more than public relations people to bring into sharp focus the issue of freedom versus statism. Here is an opportunity for common action to advance our common cause.

The full force of advertising will be brought to bear in October by the American Medical Association in a peak effort of its National Education Campaign to defend the American Voluntary System against the threat of creeping Socialism.

Advertisements affirming the doctors' support of Voluntary Health Insurance and opposition to Socialized Medicine will be carried in every daily and weekly newspaper of paid general circulation, in some 30 National magazines and over more than 1,000 radio stations covering all States and every local radio market. The 70-inch newspaper advertisement will appear in dailies on October 11, in weeklies on the publication day closest to that date. National magazine advertising will run in the November issues of monthlies, during the week of October 8 in weeklies. Radio spot announcements will run daily for two weeks beginning October 8.

CHAIN REACTION—FREEDOM STYLE

The basic issue is freedom versus compulsion in America. **More than 10,000 organizations, representing many millions of Americans, have endorsed the side of freedom by voicing emphatically their opposition to Socialized Medicine.**

In every community, individual citizens, business enterprises and other organizations will want to augment the doctors' schedule with tie-in advertisements of their own—based on the theme: "The Voluntary Way is the American Way."

Special kits of suggested tie-in advertising materials have been prepared as an aid to the thousands of companies, groups and individuals who will be joining the ever-broadening front against State Socialism in America. Those kits soon will be in the hands of all newspapers and radio stations.

A MANIFESTO OF FREEDOM

You are invited to bring to the attention of your principals or advertising department this opportunity to participate in a crusade to reaffirm the fundamentals of American freedom—when a united effort will give your message maximum power.

The Voluntary Way is the American Way!

AT A TIME WHEN AMERICANS ARE DEFENDING FREEDOM from aggressive outside attack, the doctors of America believe it is the occasion, too, for outspoken defense of freedom on the home front.

AMERICAN DOCTORS BELIEVE the Voluntary Way is the American Way to solve problems of medical care, cost and service—and America's progress and world leadership in medical affairs prove that conviction.

MILLIONS AGREE—but Compulsory Health Insurance—Socialized Medicine—the proven forerunner of a completely Socialized State—remains an active enemy of American voluntary action!

For information about tie-in advertising, address:

(NEWSPAPERS, MAGAZINES)

Lockwood-Shackelford Advertising Agency
57 East Jackson Boulevard, Chicago 4, Illinois

(RADIO)

Russel M. Seeds Company
919 North Michigan Avenue, Chicago 11, Illinois

AMERICAN MEDICAL ASSOCIATION

National Education Campaign

Clem Whitaker and Leone Baxter, Directors

New Active Members

(Continued from Page 20)

Webb, Harry C.—Assistant to Vice President-Director of Public Relations, Texas Gulf Sulphur Company, Houston, Texas

Williams, Douglas—Vice President, Southwestern Bell Telephone Company, St. Louis, Missouri

Williams, George N.—Director of Industrial Relations, Minnesota and Ontario Paper Company, Minneapolis, Minnesota

Witten, Frank M.—Information Manager, Southwestern Bell Telephone Company, Dallas, Texas

Associate Membership

Atkinson, Harold E.—Director of Executive Programs & Assistant Dean, School of Management, Golden Gate College, San Francisco, California

Barlow, Walter G.—Vice President and Managing Editor, Opinion Research Corporation, Princeton, New Jersey

Benjamin, George H.—Public Relations Director, Brooks-Pollard Advertising Company, Little Rock, Arkansas

NEW PRSA MEMBERS ELECTED SINCE JANUARY, 1950

CHICAGO CHAPTER	19
DETROIT	5
HONOLULU	1
LOS ANGELES	9
MINNESOTA	18
NEW YORK	34
NORTH TEXAS	12
ST. LOUIS	7
SAN FRANCISCO	10
WASHINGTON, D. C.	6
MEMBERS AT LARGE	83
Total.....	204

Clayton, Bernard, Jr.—Manager, Public Relations Department, Matson Navigation Company, San Francisco, California

De Souza, May Nunes—Director of Public Relations Service, Instituto De Administração, Universidade De São Paulo, São Paulo, Brazil

Dine, Josef C.—Director, Press Department, National Broadcasting Company, New York City

Emery, Edwin—Assistant Professor, School of Journalism, University of Minnesota, Minneapolis, Minnesota

Fallert, Charles B.—Assistant Secretary, California Farm Bureau Federation, Berkeley, California

Haley, Martin R.—Director, Municipal Publicity Board, The City Government of the City of St. Paul, St. Paul, Minnesota

Jouras, Richard L.—Associate Director, American Bureau of Public Relations, Chicago, Illinois

Knowles, Troy—Special Representative-Public Relations, Chicago, Rock Island & Pacific Railroad, Chicago, Illinois

LaMarre, Virgil E.—Public Relations Manager—Central Region, Ford Motor Company, Dearborn, Michigan

Lowry, Goodrich—Vice President, Northwestern National Bank of Minneapolis, Minneapolis, Minnesota

MacFarland, Lois—Director of Public Relations, Colby Junior College, New London, New Hampshire

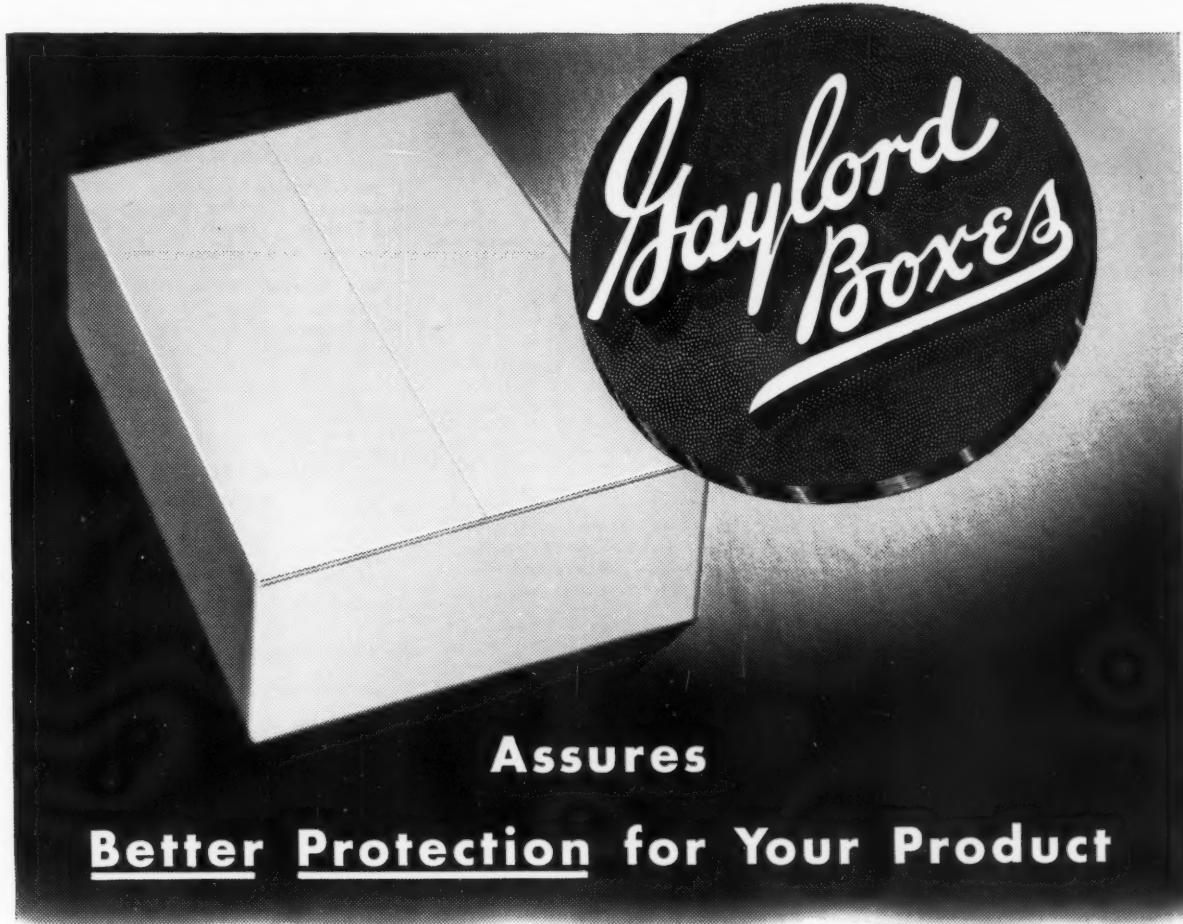
Maguire, Jack R.—Director of Public Relations, Texas Insurance Advisory Association, Austin, Texas

(Continued on Page 24)

For Prize Taking ANNUAL REPORTS in the St. Louis Area, it's...

SIMMONS SISLER COMPANY
Printers-Lithographers

The Reserve Strength Built Into



To minimize the chance for damage in shipping, and to create good will with your customers, take advantage of the extra strength found in Gaylord Boxes.

Rigid standards that demand superior raw materials and continuous quality control through every step of manufacturing give Gaylord Boxes that reserve strength so important to the safety of your product.

GAYLORD CONTAINER CORPORATION General Offices: ST. LOUIS

Corrugated and Solid Fibre Boxes

Folding Cartons

Kraft Grocery Bags and Sacks

Kraft Paper and Specialties

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle
Indianapolis • Houston • Los Angeles • Oakland • Minneapolis • Detroit • Miami
Columbus • Fort Worth • Tampa • Cincinnati • Dallas • Des Moines • Oklahoma City
Greenville • Portland • St. Louis • San Antonio • Memphis • Kansas City • Bogalusa
Milwaukee • Chattanooga • Weslaco • New Haven • Appleton • Hickory • Sumter
Greensboro • Jackson • Omaha • Mobile • Philadelphia • Little Rock • Charlotte

New Associate Members

(Continued from Page 22)

McQuiddy, Arthur R.—Executive Secretary, New Mexico Oil & Gas Association, Roswell, New Mexico

Miller, James L.—Director, Special Studies Division, The Insurance Research and Review Service, Inc., Indianapolis, Indiana

Phifer, Richard L.—Advertising Manager and Public Relations Director, Investors Diversified Services, Minneapolis, Minn.

Toole, S. Westcott—Second Vice President, Prudential Insurance Company of America, Newark, New Jersey

Associate To Active

Chester, John F.—Director of Public Relations, Carrier Corporation, Syracuse, New York

Cring, M. Ritchey—Assistant to President, Missouri-Kansas-Texas Railroad Company, St. Louis, Missouri

McCommand, Donald B.—Assistant to Director, Industrial & Public Relations, In Charge of Eastern Operations, Monsanto Chemical Company, Everett, Mass.

Ward, F. N.—Assistant Vice President, Peoples National Bank of Washington, Seattle, Washington

POSTINGS

The By-Laws of the Society require that applications for membership be posted at least 30 days before they are submitted to the Board of Directors or to the Executive Committee for approval. Members desiring to comment on the following applicants should write the Eligibility Committee, Public Relations Society of America, Inc., 525 Lexington Avenue, New York 17, N. Y.

Active Membership

Talbot O. Freeman, Grocery Manufacturers Association, New York, N. Y. *Sponsors:* W. Howard Chase and Milton Fairman.

James G. Kershaw, Associate Director, Carson Newman Appeal, 203 Cherokee Bldg., Knoxville, Tennessee. *Sponsors:* Maxwell E. Benson and Ed Lipscomb.

Paul A. Newsome, President, Newsome & Company, Inc., 116 Newbury Street, Boston 16, Massachusetts. *Sponsors:* Karl Dahlem and Donald B. McCommand.

Wesley Fiske Pratzner, Assistant Professor, Boston University, Boston, Massachusetts. *Sponsors:* Eleanor R. Collier and John W. Hill.

Walter Scott Thompson, Director of

Public Relations, Canadian National Railways and Steamships, 360 McGill Street, Montreal, Canada. *Sponsors:* Gordon D. Hulme and Lee Trenholm.

Ned Wiener, Director of Public Relations, Los Angeles Chamber of Commerce, 1151 South Broadway, Los Angeles 15, California. *Sponsors:* Al. Wainess and Paul K. Walp.

Associate Membership

J. G. Johnston, Johnston, Everson & Charlesworth, 1608 Northern Ontario Building, Toronto 1, Ontario, Canada. *Sponsors:* Milton Fairman and Lee Trenholm.

Robert Michael Smith, Associate, John M. Hurley Associates, 36 Pearl Street, Hartford, Connecticut. *Sponsors:* John M. Hurley and Donald B. McCommand.

1950

PUBLIC RELATIONS REGISTER

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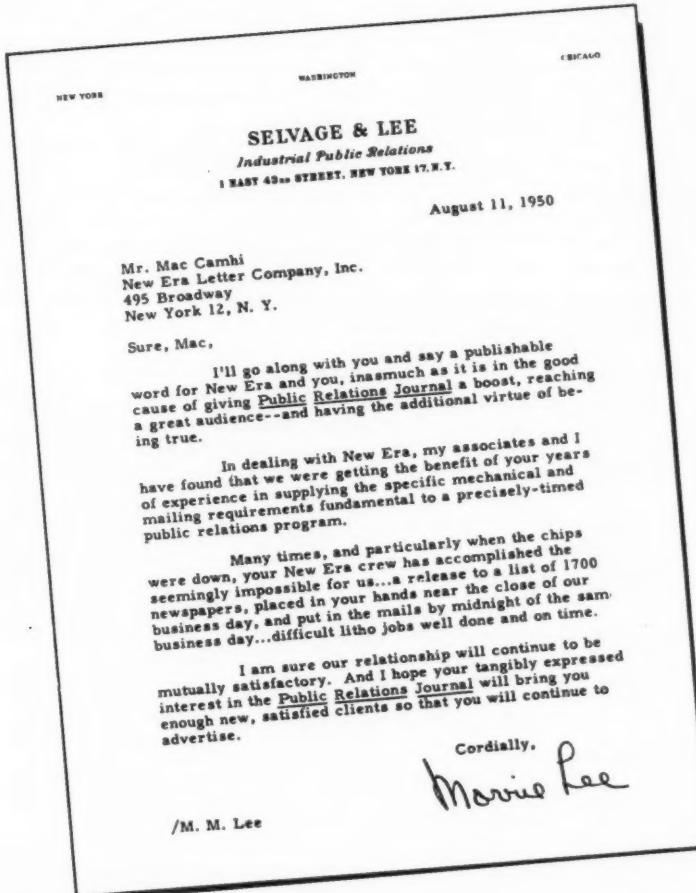
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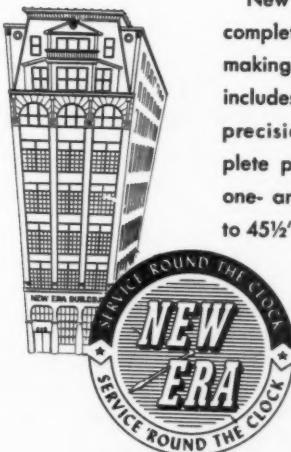
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September, 1950

25

National Urban League discussion series cites press relations as aid to understanding

Celebrating its fortieth year of national activity in bettering conditions among Negroes, the National Urban League is currently holding a series of four round-table discussions on the general theme "The Negro's Stake in a Free America." Second event in the series held in New York recently reviewed problems of securing more accurate information through communications media, under the general heading "A Free Press." Other subjects on the agenda include "Free Enterprise," "A Free Labor Movement" and "Education and Guidance in a Free Society."

More than 50 working newspaper and radio people attended the meeting which was held in the board room of the Bowery Savings Bank. Some of the current press and radio practices which alienate segments of the population came in for spirited discussion.

St. Clair Bourne, publicity director of the New York State Department of Labor acted as moderator for the following panel members: Seymour Berkson, vice-president and general manager, In-

ternational News Service; Robert Sudek, vice-president, American Broadcasting Company; Guichard Parris, publicity director, NUL; Lester B. Granger, executive director, NUL; Erik Barnouw, supervisor, Communications Materials Center, Columbia University Press; and Julius A. Adams, associate editor, New York *Amsterdam News*.

Discussion centered around problems which confront an agency working in the field of race relations in its educational program efforts through communications media. Specific recommendations coming from the session which the NUL plans to adopt include:

- (1) strengthening and expanding the present NUL public relations advisory committee to include working newspaper and radio men.
- (2) initiating off-the-record press conferences between press and NUL personnel to clarify NUL policies and activities.
- (3) increasing person-to-person contacts with press and radio people.

Aids problems of schools

Recognizing the problem of the current inadequacy of school facilities which faces the nation, the education department of the National Association of Manufacturers is utilizing the group's publicity services for the preparation and distribution of material for September use by editors of company employee publications.

Captioned "School System's Problems—Problem of Every Citizen," the data appears as part of the regular NAM Service for Employee Publications which is mailed monthly to more than 3500 company editors. Suggested editorial treatment and eight picture-story ideas are included.

Discusses bulletin boards

"Hints on Care and Feeding of Company Bulletin Boards" is the title of the second of a series of "PR Supplements" to COLD FACTS, newsletter of the National Association of Refrigerated Warehouses, Inc., Washington 5, D. C. Public Relations Director William Dalton • includes a supplement with each issue of the Association letter, discussing a different phase of the overall public relations program each time.

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Chapter news notes

CHICAGO CHAPTER

Theodore R. Sills, President, Theodore R. Sills & Company, Chicago, has been elected President of the Chicago Chapter for the new term commencing September 1.

HONOLULU CHAPTER

Richard T. Nimmons, Public Relations Director, Hawaii Employers Council, was named president of the Honolulu Chapter July 27, succeeding Clarence L. Hodge.

Hodge, who is public relations director of the Chamber of Commerce, Honolulu, resigned due to business pressure as he is doing considerable traveling in connection with the celebration this year of his organization's 100th anniversary.

Nimmons, who is a member of the Society's national Board of Directors,

reports that T. J. Ross, Ivy Lee & T. J. Ross, New York, met with the chapter this summer during a visit to Hawaii.

NEW YORK CHAPTER

Joseph L. Barrett, President, has announced the appointment of G. Gordon Biggar, Assistant Manager, Public Relations, Shell Oil Company, as chairman of the chapter's Membership Drive Committee. Beginning September 1 the drive will aim to add 100 members to the Society before December 31.

Roy de Groot, President, Roy de Groot Consultants, Inc., has been appointed chairman of the chapter's committee to study public relations employment and placement guidance problems. Full membership of the committee will be announced shortly.

Six members of the New York Chapter participated by invitation on the

DuMont Television Network program "Court of Current Issues" on August 1. Milton Enzer, Curtis J. Hoxter, Merrick Jackson, Edward K. Moss, Edward Sturges II and John Tharrett discussed the subject "Is the Mundt-Ferguson Bill Good For The Country Now?" with a panel consisting of six women representing the New York Herald-Tribune Fresh Air Fund. Video coverage included Boston, Baltimore, Washington, Pittsburgh, Cleveland, Detroit and Chicago areas. Judges were: Merle Miller, Henry J. Taylor and Harold Laksy, author of "Seeds of Treason."

NORTH TEXAS CHAPTER

J. B. Shores, Chairman, Programming Committee, has indicated that included in the full schedule of sustaining activity for the Dallas area group this fall will be a seminar for local business executives and public relations workers.

SAN FRANCISCO BAY AREA CHAPTER

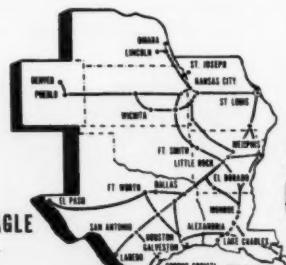
Speaking on Pacific Telephone's Public Relations Story at the August meeting of the San Francisco Bay Area Chapter, George M. Foster, General

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Information Manager for the Company, asserted that 90 per cent of a company's public relations is in doing a good job and 10 per cent is in telling about it. He emphasized, however, that since business in a democratic country exists by public approval, every possible means should be used to inform the public about a company's business.

Basic policy upon which telephone company public relations is founded, he added, is to provide the best possible service at the lowest cost consistent with financial safety, with good wages and working conditions for employees, and a fair return to the thousands whose savings are invested in the business.

At the September meeting of the Chapter, Vincent Kennedy, President,

(Continued on Page 30)

CHAPTER SECRETARIES

CHICAGO

FORD B. WORTHING, Young & Rubicam, Inc.

DETROIT

LEROY H. COWLES, Director of Public Relations, Truck & Coach Division, General Motors Corp.

HONOLULU

ROY J. LEFFINGWELL, Director of Public Relations, Hawaiian Sugar Planters' Association

LOS ANGELES

PAUL K. WALP, Executive Secretary, Colorado River Board of California

MINNESOTA

ERLE B. SAVAGE, JR., Public Relations Account Executive, Batten, Barton, Durstine & Osborn, Inc., Minneapolis

NEW YORK

MILTON ENZER, Director of Public Relations, The Yale & Towne Manufacturing Company

NORTH TEXAS

PAUL CAIN, District Representative, Oil Industry Information Committee, Dallas

ST. LOUIS

LEMOINE SKINNER, JR., Lemoine Skinner, Jr., Public Relations

SAN FRANCISCO

ROBERT D. ROSS, Pacific Telephone and Telegraph Company

WASHINGTON, D. C.

MAURICE O. RYAN, Manager, American Hotel Association



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Counsel, planning, and understanding assistance in all creative and production supervision phases of public relations and management information programs are available as required through CFP's professionally-staffed public relations service division. For information or estimates write to Editorial Development Division, or telephone LOnagre 3-3500.



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—do these leaders know *your story*?

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1/3 Page	65.00	61.00	57.00
1/6 Page	36.00	33.00	30.00
1 Inch	8.00	7.50	7.00

B. Covers

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C. Color available—rates on request

D. Special Positions—None, other than covers.

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*Contracts may call for various sized space units. In such cases the rate is determined by the total number of insertions used. For example: Contract for 6 pages and 6 1/2 pages earns the 12-time rate per insertion for each. No space unit less than 1/6 page may be included.

2. COPY REQUIREMENTS

a. Advertisements which present timely information on materials and services of direct interest to public relations directors, counselors, and executives charged with the public relations responsibility of their enterprises will be accepted.

b. Copy is accepted subject to approval of the editor.

c. Publisher reserves the right to modify or exclude advertisements not in accord with the Society's advertising policies.

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a. Agency commission 15% b. Cash discount 2%—10 days from invoice date

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2/3 page	7	5		
1/2 page	4 5/8	7 1/2		
1/3 page	2 1/4	10		
1/6 page	4 5/8	4 7/8		
1/6 page	2 1/4	5		
1/6 page	4 5/8	2 3/8		

Cuts and plates should be furnished blocked on wood, otherwise blocking will be charged to advertiser at cost; repair of plates, mortising, cropping, etc. will be charged at cost. Half-tones should be 120 screen for best results.

Closing dates

Published monthly; 1st of month of issue. Last forms close 1st of preceding month. If proof is required for Okay, copy and cuts must be received by 15th of second preceding month.

Rates quoted above are taken from Rate Card #7, which is available from:

PUBLIC RELATIONS JOURNAL
525 LEXINGTON AVENUE, NEW YORK 17, N. Y. • PLAZA 9-8086-7

Barrett named chairman of advertising committee

Joseph L. Barrett, PRSA Eastern Regional Vice President and President of the New York Chapter, has been appointed by J. Handly Wright to the chairmanship of the Advertising Committee, *Public Relations Journal*. The complete roster of Barrett's national committee to develop advertising policies of the Society's publication will be announced shortly. Meanwhile, a preliminary list of committee members is carried in the masthead on page 1.

Complete current information for advertisers is contained in rate card No. 7, available from Society headquarters. Highlight data is shown in the adjoining advertisement.

Regarding membership applications:

Membership application forms are available from national headquarters of PRSA. Members are urged to give complete supporting information to authenticate professional experience and qualifications of applicants whom they are sponsoring. Only in this way can the Eligibility Committee fairly evaluate membership applications which are received, and assure that PRSA professional standards of entry are observed.

TO FACILITATE HANDLING:
Please see that the signatures of two (2) sponsoring Active members are provided in the appropriate spaces on page 4 of the form before submitting it to National Headquarters.

All qualified public relations people should be PRSA members.

Chapter news notes

(Continued from Page 29)

California Retail Merchants Association, will head a panel discussion of "Legislative Representation—the Ethical and Unfortunate Sides of Lobbying."

ST. LOUIS CHAPTER

Mrs. Denny Griswold, publisher and editor of *Public Relations News*, in St. Louis recently to present a Public Relations News Annual Achievement Award to Monsanto Chemical Company, was guest of honor at a reception at the Hotel Statler. Sponsored by Monsanto, the reception was attended by members of the St. Louis Chapter and their wives.

PEOPLE

(•) indicates PRSA members

James W. Armsey • Director, Department of Public Relations, Illinois Institute of Technology was elected secretary-treasurer of the American College Public Relations Association for 1950-51 at the organization's annual convention held recently in Ann Arbor.

William Dalton • Executive Vice President, National Association of Refrigerated Warehouses, Inc., has been elected chairman of The Food Group, Washington, D. C. The organization is a discussion group of 60 food field trade association officials concerned with public relations programs.

Harold S. Hoover • has been appointed director of the new public relations department of The Trailmobile Company, Cincinnati, makers of car trailers with four plants in U.S. and Canada. Hoover was formerly public relations executive of The Upson Company, Lockport, New York.

Robert W. Chandler, formerly of the public relations staff of the *Denver Post* has joined the firm of William Kostka • and Associates, Denver.

Max E. Hannum • assistant to the president of Franklin and Marshall College, received an "Award for Distinguished Service" in the "practice of educational public relations" at the annual meeting of the American College Public Relations Association.

Melvin R. Freeman • Public Relations Manager, National Fire Protection Association, Boston, is handling the celebration of annual Fire Prevention Week observance for U.S. and Canada October 8-14.

Kenneth M. Russell • formerly public relations executive with Newport Steel Corp., New York has been appointed assistant director of public relations with American Trucking Associations, Inc., Washington, D. C.

Frank A. Uniack • Public Relations Director, Cleveland Diesel Division, General Motors Corp., has been named Advertising and Public Relations Director.

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When answering ads please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 525 Lexington Avenue, New York 17, N. Y. Rates: "Positions Wanted" 60c per line, 5-line minimum; "Help Wanted" \$1.00 per line, 5-line minimum. Payable in advance.

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PUBLIC RELATIONS—Business newspaper feature writer specializing in merchandising and new product coverage. Author of two daily columns. Extensive background in all phases of newspaper publicity. Age 32, married. B.A. Presently employed. Box E-9.

PUBLIC RELATIONS TRAINEE—BA in Journalism, can write ad copy, releases. MS in PR. Mechanically minded. Five yrs. Army service with aircraft and electrical experience—shop foreman. One yr. personal contact work in civic theatre. 28, Married, will relocate, Box W-9.

FUTURE WANTED in PR by veteran, 27, married. Experienced editor, photographer, recreation director. Now PR Chief state government agency. 4 yrs. in PR. Available Nov.-Dec. Box R-9.

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Expertly qualified by 11 years broad agency, corporation, government, welfare and community public relations for research and analysis. Can plan, produce, execute, contact. Age 35. Box A-9.

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So Many Good PR Men Wanted To Know

(about cotton, suh)

Last month when we said there were some things every good PR man should know about cotton, we found out pretty fast that there are lots of good PR men. And judging from response, there's at least a reasonable thirst for knowledge about cotton.

As promised, here's some additional and different material on cotton and the cotton industry—material that may help in a future campaign or give you some ideas for your own clients or company.

Like before, it's free. You'll want to read the copy below before you order.

- COTTON QUIZ**—This booklet is made up of a selection of the best of the cartoon question and answer series, *Cotton Quiz*, which has appeared in American newspapers over the past ten years. In its 16 pages, *Cotton Quiz* offers unique cotton facts in easy-to-take form.
- COTTON AND YOU**—Cotton's importance in the everyday life of the average American—PR man or otherwise—is told in fanciful though forceful fashion in the four pages of this folder. Extremely good to put well forward in your folder or leaflet idea file.
- COTTON . . . YOUR BUSINESS—BIG BUSINESS**—In 20 illustrated pages, the story of cotton's importance to the nation, its competition, the tools for winning its fight for markets, current accomplishments in cotton's program to increase the consumption of cotton and cottonseed products, and the major needs of the industry are summed up. Recommended for ideas applicable to any product or commodity group.
- COTTON IN BRIEF**—A 14-page hand-size booklet which provides, in abbreviated form, factual information on basic characteristics of cotton fiber and fabrics. It covers much the same material as described last month in *Discovering Cotton*, though without the detail. Especially good if you have textile or allied accounts.
- THE HISTORY OF COTTON TEXTILES**—Another cartoon presentation of cotton facts, this time tracing the history of the cotton textile industry in America from the pre-revolutionary days to the present. Covers major developments in the cotton textile industry, one of the nation's top employers of industrial workers.
- CATALOG OF EDUCATIONAL MATERIAL ON COTTON AND COTTON PRODUCTS**—A compilation of educational materials on cotton and cottonseed products. Materials listed in this catalog include those prepared by leading cotton manufacturers, associations, and other organizations, as well as by the National Cotton Council. The catalog affords the basis for building a complete cotton reference file in your own office.

All you do is check the items you want and mail the page to us. Or write a card or note listing the pieces you'd like. If you missed last month's offering, let us know and we'll mail you a proof.

National Cotton Council
P.O. Box 18

Memphis 1, Tenn.



101 WEST 55TH STREET
NEW YORK CITY

January 6, 1950

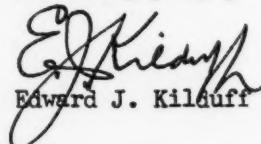
Dear Mr. Lind:

I have just finished reading your booklet, "Ever Listen to Your Annual Report?"; and I wish to tell you how much I like it and how much I agree with you.

Since I happen to be a stockholder in a number of corporations, I have often wondered why so many annual reports are presented so dully.

May I take this occasion to wish good luck to you in your efforts to induce corporations to issue better-looking reports and more interesting reports.

Sincerely yours,



Edward J. Kilduff

Mr. Gerard K. Lind
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